

YOUR GUIDE TO OERS

Food Festival (CDEA) A Path to Inclusion

An Open Educational Resource that uses community food festivals as real-life learning environments — building entrepreneurial, digital and social skills for migrants, vulnerable adults and the educators who work with them.

www.foodincludes.eu



What's inside this OER

Part A · Foundations

- How to use this resource
- At-a-glance overview
- SDG alignment

Part B · The Module

- Module description, purpose & scope
- Vision, mission & objective
- Trainer's approach to delivery

Part C · Delivery

- Three phases: prep, implementation, monitoring
- Timeline & required resources
- Communication plan & social media

Part D · Outcomes

- Objective Key Results & expected impact
- Lessons learned & continuous development
- Further reading & resources

How to use this resource

This OER walks educators through the planning and delivery of a community food festival as a learning experience. Use it whole, or lift the parts that fit your context.

01

Read end-to-end

Use the full deck as a facilitator guide before running a festival with a group of learners.

02

Lift sections

Pull individual parts — the three-phase model, the communication plan, the reflection prompts — into your own programme.

03

Adapt to context

Translate, localise and rework the materials for your community. Acknowledge the Food Includes source when sharing.

LOOK OUT FOR

■ Key idea

01 Step / phase

🕒 Time guide

★ Facilitator tip

At a glance

The Food Festival module turns a community event into a learning environment. Here is what it covers and who it is built for.

10

Module sections

From description through to continuous development.

3

Delivery phases

Preparation, implementation and monitoring.

6

UN SDGs aligned

SDGs 4, 8, 10, 11, 12 and 17.

4

EU competence sets

LifeComp, EntreComp, DigComp, GreenComp.

WHO IS THIS FOR?

Adult educators and trainers running food-based learning programmes · **Project managers** delivering community food festivals · **Community organisations** supporting migrants and vulnerable adults

UN Sustainable Development Goals

The Food Festival module contributes to six Sustainable Development Goals — directly through what it teaches and indirectly through the FOOD INCLUDES partnership's wider commitments.

PRIMARY ALIGNMENT

4

Quality Education

Inclusive, non-formal learning that builds soft and hard skills through festival delivery.

10

Reduced Inequalities

Designed with migrants and vulnerable adults — closing gaps in skills, employability and voice.

11

Sustainable Cities & Communities

Strengthens local belonging through inclusive, community-rooted public events.

ALSO CONTRIBUTES TO

8

Decent Work & Growth

Pathways into employment and entrepreneurship for vulnerable adults.

12

Responsible Consumption

Sustainable food sourcing, waste reduction and shared materials.

17

Partnerships for the Goals

Built across an EU partnership; shared openly for adaptation and reuse.

01

SECTION

Module Description



What is the Food Festival Module?

The Food Festival Module (CDEA) is an experiential, non-formal learning module within the Food Includes project. It uses the planning and delivery of a community food festival as a real-life learning environment to promote social inclusion, employability and intercultural exchange.

Through hands-on participation in activities such as organisational planning, food preparation, marketing, customer service and public presentation, participants — particularly migrants and people with fewer opportunities — develop entrepreneurial, digital, language and social skills in practical contexts.

Experiential

Learning by doing in a real event.

Non-formal

No prior qualifications required.

Intercultural

Cooks, customs and cuisines side by side.

“

Food is a universal language — everyone has stories to share and everyone can learn through it.

Food Includes pedagogy

Purpose, scope and justification

Three lenses on why this module exists, who it serves, and the gap it fills in adult education.

PURPOSE

Why we do this

Promote social interaction and inclusion.
Build soft and hard skills. Improve self-esteem and well-being among learners.

SCOPE

Who it's for

Adult educators and vulnerable adults — including migrants, refugees and women — who want to develop new skills through a meaningful, public-facing project.

JUSTIFICATION

Why it matters

Vulnerable adults rarely get to show their skills to a wider audience. There is a clear shortage of international gastronomic events that involve them as makers, not just guests.

Worked example: festivals around the world

Existing programmes show how food festivals work as engines of inclusion. The module draws on these models and adapts them to local communities.

WORLD FOOD FESTIVAL — VARIOUS CITIES

Cities like Toronto, London, Barcelona and Amsterdam already embed inclusive food programming into their festivals. Community-led stalls invite newcomers to showcase traditional cuisine alongside local producers.

WHY IT MATTERS

- Highlights multiculturalism in a tangible way
- Encourages newcomers to engage with civic life
- Shows diverse food heritage to wider audiences

FURTHER READING

12 Amazing Food Festivals Around the World

youtube.com/watch?v=--wwwQfi3Jo

How food can be a tool for social change

ideas.ted.com

UNHCR Refugee Food Festival

unhcr.org/gr/en/news — 13 European cities

02

SECTION

Objective



Vision and mission

Two statements that anchor the module — one focused on educators, the other on learners.

VISION

For educators

To increase the preparedness of educators to achieve learning objectives and results — while developing their professional skills in new participatory pedagogies with a clear student focus that promotes inclusion and diversity.

MISSION

For learners

To promote greater inclusion by creating new flexible learning opportunities focused on food, in which vulnerable groups acquire new skills — promoting social integration and employment prospects.

Module objective in practice

The objective is to guide participants through the full process of preparing and delivering a food festival — gaining confidence, practical skills and visibility within the community.

TRAINERS AIM TO SUPPORT LEARNING IN

Entrepreneurship

Communication

Digital competence

Sustainable food practices

storiesandsupper.co.uk

CASE EXAMPLE

Stories & Supper

Started as a supper club showcasing dishes cooked by refugee chefs — and grew into a platform that pairs delicious food with the migration stories behind it.

OUTCOMES

Confidence · income · intercultural dialogue

03

SECTION

Development



Trainer's approach to delivery

The trainer's role is to coach rather than instruct — participants learn by doing, then reflect on the experience. The module follows a guided, practice-based approach throughout.

Support planning

Stay alongside participants through every preparation and planning activity.

Encourage teamwork

Build shared responsibility and ownership of the event.

Demonstrate, don't dictate

Provide clear instructions, demonstrations and feedback rather than scripted lectures.

Create safety

Hold a welcoming, inclusive learning environment for diverse participants.

Facilitate reflection

Support participants during the event and lead structured reflection afterwards.

Three phases of delivery

Preparation, implementation and monitoring run in parallel — not in strict sequence. Each phase has its own activities, resources and checkpoints.

01 PREPARATION

- Brainstorm and identify collaborators
- Finalise dishes and book venue
- Establish communication channels
- Estimate budget and procure ingredients
- Design marketing material

RESOURCES

Volunteers · Staff · Venue · Funds

02 IMPLEMENTATION

- Meet and align with collaborators
- Run marketing campaign across channels
- Set up festival site and signage
- Confirm food safety requirements
- Supervise volunteers during cooking

RESOURCES

Food-safety guidance · Marketing · Cooking · Time

03 MONITORING

- Hold weekly internal meetings
- Track quality of process and delivery
- Define alternative / contingency plans
- Report and gather feedback
- Document for the next edition

RESOURCES

Digital tools · Dedicated time · Reporting templates

04

SECTION

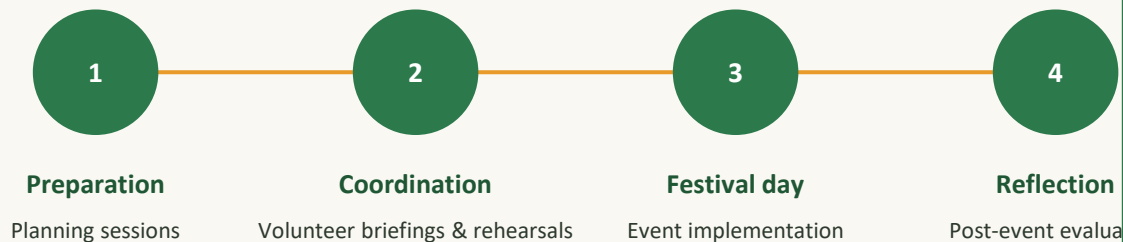
Timeline



Flexible timetable, clear responsibilities

The module follows a flexible timetable. Trainers should adapt timing to participant availability and event scale — allowing extra time for language support and confidence-building.

THE MODULE INCLUDES



TRAINERS ARE EXPECTED TO

- Join weekly or bi-weekly coordination meetings
- Stay in regular contact with the project manager
- Communicate clearly with volunteers and participants
- Use accessible channels — in-person, email, messaging apps
- Contribute to progress reporting and documentation

★ *Clear roles and responsibilities should be communicated from the start.*

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SECTION

Required Resources



What you'll need to run the festival

Trainers should promote sustainable use of resources and shared materials wherever possible — borrowed, reused and locally sourced before bought new.

HUMAN RESOURCES

- **Trainer / facilitator** · Coaches participants through the experience
- **Project manager** · Oversees coordination and logistics
- **Volunteers** · Support setup, service and clean-up
- **Gastronomy & marketing staff** · Bring trade expertise where needed
- **Logistics support** · Optional — venue, transport, equipment

MATERIALS & TOOLS

- **Event venue** · Indoor or outdoor, kitchen-accessible
- **Food ingredients & beverages** · Sourced sustainably and locally
- **Aprons & clothing** · Appropriate and food-safe
- **Crockery & cutlery** · Reusable preferred — reduces waste
- **Digital tools** · Phones, tablets, laptops, presentation kit

06

SECTION

Objective
Key Results



What success looks like

Two parallel sets of aims and measurable signals — one for the trainers running the module, one for the participants taking part.

TRAINERS

Aims

- Participants feel confident and valued
- Safe food handling and local compliance
- Active participation and collaboration
- Clear communication with visitors
- Appropriate use of digital tools

Key results

- Positive participant and visitor feedback
- Confident verbal presentations
- Zero food / paper waste where possible
- Improved customer interaction
- Reflection on cultural value of food

PARTICIPANTS

Aims

- Increased self-esteem and satisfaction
- Improved communication and DigComp
- Knowledge of local food safety
- Sustainable event implementation

Key results

- Positive feedback and satisfaction ratings
- Safe food handling, zero food / paper waste
- Confident public and digital presentations
- Enhanced understanding of local gastronomy
- Reflection on cultural and social value of food

07

SECTION

Communication Plan



How the team stays aligned

Each activity has a designated contact person who liaises with the project manager. A dedicated project website supports external communication and dissemination.

WEEKLY OR BI-WEEKLY

PM ↔ Activity leads

Meetings between the project manager and each activity lead to review progress, surface blockers and confirm alignment.

AS-NEEDED

Volunteer coordination

Regular coordination meetings with volunteers — 2 to 4 sessions, or more depending on the scale of the festival.

CHANNELS USED

Email

WhatsApp

Online meetings

Repository tools

Progress reports

★ **Project website** · food-includes-food-festival-2025.webnode.es

Social media — low cost, high impact

Where budgets are tight, social channels do the heavy lifting. Aim for genuine, human content — photos of preparation, stories from cooks, and clear calls to action.

PLATFORMS THAT WORK

- **Facebook** · Event pages and community reach
- **Instagram** · Visual storytelling and reels
- **WhatsApp groups** · Direct reach into local communities
- **Local community pages** · Trusted, hyperlocal amplification

CONTENT IDEAS

- Short videos of participants cooking or preparing
- “Meet the cooks” stories and quotes
- Teasers of dishes and cultures represented
- Countdown posts (e.g. “5 days to go!”)

SAMPLE CAPTION

“Taste the world in one place. Join us for a community food festival celebrating culture, inclusion and shared stories.”

FURTHER READING · 10 quick ways to promote a food festival (purplepass.com)

08

SECTION

Expected Impact



Short-term and long-term outcomes

The festival is the visible part — but the impact ripples out long after the stalls have packed up. Both participants and trainers should expect to grow.

PARTICIPANTS · SHORT-TERM

- Increased self-esteem
- Acquisition of soft and hard skills
- Improved confidence in self-presentation
- Responsible cooking practices
- Creation of support networks

TRAINERS · SHORT-TERM

- Increased self-esteem and confidence
- Improved communication and teamwork
- Practical food, business and language skills
- Stronger sense of belonging

PARTICIPANTS · LONG-TERM

- Participant empowerment
- Better job opportunities and economic prospects
- Enhanced social integration
- Ability to communicate in diverse contexts
- Stronger, more cohesive communities

TRAINERS · LONG-TERM

- Greater employability and motivation
- Improved social integration
- Stronger community connections
- Confident self-presentation across contexts

09

SECTION

Lessons Learned



Challenges identified and how to respond

Common challenges surfaced across both participants and trainers — matched here with proven trainer strategies and improvements proposed for future editions.

CHALLENGES IDENTIFIED

- Initial shyness and insecurity among volunteers
- Scheduling conflicts with work commitments
- Reluctance toward voluntary work
- Language and communication barriers

IMPROVEMENTS PROPOSED

- Longer planning phases
- More in-person meetings
- Greater diversity and sustainability in activities
- Clearer communication strategies

TRAINER STRATEGIES

- **Allow more time for trust-building** · Pace matters more than pressure.
- **Prioritise face-to-face interaction** · Confidence grows through presence.
- **Use clear, simple language and visuals** · Lower the language barrier.
- **Encourage peer support and mentoring** · Learners often teach learners best.
- **Emphasise learning over performance** · Reduce fear of “getting it wrong”.

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SECTION

Continuous Development



Keeping the module alive

Once the festival is run, ongoing development ensures the module stays relevant, efficient and responsive to those it serves. The cycle below sits inside each edition and across editions.

01

Continuous evaluation

Review progress regularly through meetings, participant feedback, surveys and interviews. Track interaction, culinary skills, language use and sales confidence.

02

Resource optimisation

Identify opportunities to reduce waste, share materials, develop partnerships with sponsors and donors, and deploy people and budget where they have most impact.

03

Strategy updating

Adjust planning and activities based on emerging needs, evidence from monitoring, and trainer feedback. Each cycle improves the next.

★ *Feedback from trainers is essential to adapting the module to participant needs and improving future editions.*

Further reading and sources

Background reading, working examples and project resources cited throughout this OER. All links were live at the time of publication.

VIDEOS

12 Amazing Food Festivals Around the World

youtube.com/watch?v=-wwvQfi3Jo

Refugee Food Festival: Sharing stories, sharing food

youtube.com/watch?v=BJQFI3Wrc0Y

Multicultural Food Festival Promotion

youtube.com/watch?v=vbbSwyyFCww

In France, Syrian Refugees Cook to Fight Stereotypes

youtube.com/watch?v=ufA6VWS_hvg

ARTICLES

How food can be a tool for social change

ideas.ted.com

10 quick ways to promote a food festival

purplepass.com/blog

How to make your pop-up food event a local success

food-mag.co.uk/supporters

UNHCR & Refugee Food Festival in 13 cities

unhcr.org/gr/en/news

TALKS & PROJECTS

A master chef's take on food, culture & community

ted.com — Marcus Samuelsson

Stories & Supper

storiesandsupper.co.uk

Food Festival 2025 project site

food-includes-food-festival-2025.webnode.es

Food Includes Didactic Guide

Project methodological reference