



Milan (Italy)

1.2 million inhabitants



Food education, food culture, + culinary traditions

Nutrition, quality, taste, freshness, seasonality

Using Procurement to Enable Food Education

What? To promote healthy and sustainable eating by integrating food education into school food procurement.

When? 2024 - 2025

Who? Around 150 primary and secondary schools (6 to 13 year old children)

"By making reliable nutrition information accessible to everyone, teachers and their lessons can inspire children."

The challenge?

While Milan's school catering system already provided healthy meals, the city wanted to extend learning beyond the plate and actively engage teachers, children, and families. The challenge was to encourage suppliers to contribute innovative educational activities while ensuring that all content was scientifically accurate, accessible, and aligned with the city's objectives.

The solution!

In its fruit and vegetable procurement tender, the City of Milan included an educational project as part of evaluation criteria, awarding more points for high-quality proposals. The winning supplier developed an interactive, educational website on healthy eating. All content was jointly reviewed and approved by the Municipality of Milan and Milano Ristorazione to ensure quality and consistency.

The results:

Launched in October 2025, the online platform provides teachers, children, and families with free, engaging resources that promote healthier eating habits and increase awareness of sustainable diets. By embedding food education within the procurement process, Milan demonstrated how suppliers can become active partners in achieving broader public health objectives.

- **Economic impact:** The project strengthens the visibility of seasonal products and supports local supply chains by promoting the fruit and vegetables used in Milan's school catering system.
- **Social impact:** Free, interactive educational resources improve access to food education for teachers, children, and families, helping to increase food literacy and reduce inequalities.
- **Environmental impact:** By encouraging the consumption of seasonal fruit and raising awareness of sustainable food choices, the project contributes to more environmentally responsible consumption patterns.



Key Takeaways for Cities:

Include educational added value as an evaluation criterion in procurement procedures.



Co-design educational content with suppliers and educators to ensure it meets users' needs.

Establish a joint review process to guarantee scientific accuracy and alignment with public objectives.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036763.