

Mission Model Canvas

Project title:

Lokal+fair

Created by:

Faire Märkte Schweiz

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Partners & Support

Which persons and organizations can support your project and act as intermediaries?

Faire Märkte Schweiz has a number of network partner that are closely linked to the issue of public procurement in local authorities, such as VERD, Fair Trade Town, Open Food Network or Menu and More

Activities

What are the three main activities needed to create/realize your project?

- Development of a modular toolkit containing measures to promote regional and sustainable food (procurement, communication, events, infrastructure)
- Pilot the toolbox in selected municipalities.
- Evaluate and scale the toolbox.

Ressources

Which three skills and resources are central to the implementation of your idea?

- Expertise in sustainable public procurement and regional food systems
- Scientific support and impact evaluation (ZHAW)
- Strong network of municipalities and local food system actors

Project

How do you explain your project to a stranger in 1 minute?

Our project develops a practical toolbox that helps municipalities implement regional, sustainable and fair food procurement. It provides ready-to-use measures, templates and guidance to strengthen collaboration with local producers and local food networks (e.g. procurement guidelines, communication materials, inspiration and support for organising events, provision of infrastructure for direct marketing initiatives, etc.). Co-developed with municipalities and scientifically evaluated by ZHAW, the toolbox creates a scalable solution for more resilient regional food systems across Switzerland.

Relationship, Community

How do you actively involve your community in your project (beyond just looking/listening)?

Municipalities, local producers, processors, food businesses and researchers are actively involved throughout the project. Together, they co-develop, test and refine the toolbox in co-design workshops, structured feedback rounds and direct piloting in municipalities. Their feedback directly shapes the final toolbox, ensuring it is practical, adaptable and relevant for different local contexts.

Channels

What channels will you use to reach your community? How will the target group find out about your project?

The toolbox is made available as an open-access resource, enabling municipalities across Switzerland to adopt it independently. Accompanying workshops, implementation support and tailored guidance are offered as fee-based services, ensuring long-term financial sustainability and quality of implementations.

Target Groups

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

Primary target groups: Municipalities and public procurement officers, public catering institutions (schools, childcare, care homes), and local producers.

Secondary target groups: Local food businesses, processors, regional food networks and residents who benefit from greater access to regional, sustainable and fairly produced food.

Budget 📊

What costs do you expect to incur to realize your idea?
What are the costs?

Estimated project costs: CHF 19,500

- Personnel (project management, toolbox development, scientific support): **CHF 13,500**
- Pilot implementation with municipalities (workshops, stakeholder engagement): **CHF 4,000**
- Communication, design and dissemination: **CHF 2,000**

Impact 🌱

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?
2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?

The project reduces food-related emissions by increasing regional and sustainable food procurement. Impact is measured through toolbox adoption, procurement policy changes and the share of regional food purchased. ZHAW evaluates the project's impact.

The toolbox is designed to be scalable and adaptable for municipalities across Switzerland. It will be shared through the Faire Märkte Schweiz network, pilot municipalities and ZHAW to enable broad adoption.