



Francesco Cagnola

● WORK EXPERIENCE

01/12/2023 – CURRENT remote
UI DESIGN LEAD SOILBEAT

Soilbeat is a startup that wants to support deployment of regenerative agriculture by creating a software to manage interactions between agronomists and farmers when it comes to soil management.

Tasks:

- "Design system" design
- UI screens design
- Collaboration with developers
- Senior leadership management

03/2023 – 05/2023 Milano, Italy

POLICY ANALYST (INTERNSHIP) MUNICIPALITY OF MILAN - MUFPP SECRETARIAT

Working for the Milan Urban Food Policy Pact Secretariat, I've performed literature review, in-depth expert interviews and technology analysis in the context of a study for a tool that could support public officers to enhance and streamline their governance processes in the context of establishing and maintaining food policies. The aim of the study was to understand how the MUFPP Secretariat currently supports the signatory cities. In order to do so, for the researcher it has been key developing a clear view the state of art of food policy governance, particularly from the following points of view:

- Legitimization of new processes
- Human and financial resources
- Multi Stakeholder collaboration

The result of the study have been recommendations for changes to the MUFPP website.

07/2022 – CURRENT Milan, Italy

DESIGNER FREELANCE SELF-EMPLOYED

Within the project Urbal (EU funded), I've built process maps to visualise complex academic papers about food systems innovation governance for the independent research center Està. I worked closely with policy analysts in order to have high quality results in terms of fidelity to the academic papers.

I've performed ethnographic research, data analysis, user and expert interviews, report editing, workshop design and delivery in the context of a project with Arup and Incredible Edible Lambeth aimed at developing a "Knowledge to action" framework to favour urban community gardening.

As part of a global dispersed team structured by the Future Food Institute, I've performed user and expert interviews, searched and catalogued signals and trend, facilitated workshops in a project aimed to create scenarios to support a global client in taking strategic decision.

Furthermore, I'm supporting Futureberry and CommonGround in delivering corporate workshops.

15/03/2021 – 04/2022 London, United Kingdom

SERVICE DESIGNER EY SEREN

I have used journey maps to support DHSC' borders' policy deployment during the pandemic. My work helped operations and policy stakeholders (ranging from comms, health, policy, service improvement and vulnerable users) to be aligned on user needs and on risks/unanswered questions that needed addressing to deploy effective operations.

Furthermore, I have performed and synthesized qualitative UX research to obtain software requirements for an internal platforms for BP, Santander, Colt and EY itself.

12/2020 – 03/2021 London (remote), United Kingdom

POLICY DESIGNER POLICY LAB

After collaborating during my Master, I joined Policy Lab to support the National Food Strategy Team. I liaised directly with the client's senior policy stakeholders, leading the design side of a project aiming to create a vision to inspire the review of most of the legislation related to the English food system. To do so, I used various SD and storytelling tools, designed a series of senior stakeholder workshops and others to get citizens' input.

18/02/2023 – 10/2023 Città della Pieve (Perugia), Italy

PERMACULTURE APPRENTISHIP COMUNITÀ DI ETICA VIVENTE

I'm involved in a residency in the Italian countryside where:

- I'm tending, alongside 2 apprentices and 2 teachers, an orchard following the Regenerative Organic Agriculture methodology
- Our produce goes to a kitchen that serves around 200 people each weekend during peak season.
- Following the "Learn by doing" approach, I'm practicing permaculture design principles aimed at developing independence in managing a smallholding farm and its surroundings.

07/2019 – 10/2019 London, United Kingdom

DESIGNER FJORD (NOW ACCENTURE SONG)

I articulated my view on the agency's sustainability strategy, which I pitched to senior managers. I have been part of a design team, supported by strategy consultants, to build an app for repair-management in social housing. Specifically, I worked on value case creation, on-site interviews, role-playing, stakeholder presentations, and transforming research insights into actionable inputs.

● **EDUCATION AND TRAINING**

06/2022 – 05/2023 Milan

MASTER IN FOOD AND FOODWAYS Università Bicocca

During this master, I had the chance to see food through the lights of various social subjects such as political science, anthropology and sociology. In particular, I studied theories and cases about urban food systems governance and policymaking furthermore I studied initiatives around food surplus recovery and citizen-led food buyers groups.

I studied in depth the development cases of Milan's food policy and MUFPP Secretariat activities.

Via direct lectures by Elisa Porreca, I studied.

- the institutionalisation of MUFPP objectives,
- the actions in terms of food education and food surplus recovery done in public schools and public markets,
- the actions deployed against food poverty in Milan during the pandemic.

Via direct lectures by Andrea Calori, I studied food systems, food policy governance and the context in Milan.

Through on-field qualitative research, I investigated the operations done by citizens in the context of solidarity purchasing groups.

Furthermore, I directly participated and studied food waste recovery activities by the bottom-up non-profit Recup in Milan which is now collaborating with the municipality to reduce waste in the main commercial market of the city.

Website <http://www.ciboesciocieta.it/> | **Field of study** Food and humanities

09/2018 – 07/2020 London, United Kingdom

MA IN SERVICE DESIGN Royal College of Art

- occupational techniques (making of standard breads, fancy breads, cakes and pastries)
- science applied to food and equipment (microbiology, biochemistry, hygiene)
- occupational technology (basic principles, hygiene and safety)
- knowledge of business and its economic, legal and social context

Address Kensington Gore, South Kensington, SW7 2EU, London, United Kingdom | **Website** <https://www.rca.ac.uk/>

09/2014 – 07/2017 Milan, United Kingdom

COMMUNICATION DESIGN Politecnico di Milano

Address Via Giuseppe Candiani, 72, 20158, Milan, United Kingdom | **Website** <https://www.design.polimi.it/it>

SFSM001: SUSTAINABLE FOOD SYSTEMS: A MEDITERRANEAN PERSPECTIVE SDGAcademyX

Website <https://www.edx.org/learn/agriculture/sdg-academy-sustainable-food-systems-a-mediterranean-perspective>

Link <https://courses.edx.org/certificates/5475d395050c49ea89e127797bc6556e>

2022

FOOD AND SUSTAINABILITY European Institute of Innovation for Sustainability

Website <https://www.eiis.eu/food-sustainability>

Link <https://certtun.vottun.com/badgedetail?id=81f39b93-b9b7-4d83-9a22-1621ba46cd25>

2020 United Kingdom

PERMACULTURE DESIGN COURSE Permaculture Association

● LANGUAGE SKILLS

Mother tongue(s): **ITALIAN**

Other language(s):

| | UNDERSTANDING | | SPEAKING | | WRITING |
|----------------|---------------|---------|-------------------|--------------------|---------|
| | Listening | Reading | Spoken production | Spoken interaction | |
| ENGLISH | C1 | C1 | C1 | C1 | C1 |
| SPANISH | B1 | B1 | B1 | B1 | B1 |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

Microsoft Office | Google Drive | Adobe Suite | Digital whiteboards | Adobe Illustrator | Adobe Premiere | Adobe Photoshop

● VOLUNTEERING

09/2023 – CURRENT Milan

Planting Worker

Soulfood Forest Farms manages the first agroforest within Milan's borders and on municipal land. Furthermore, they collaborated with the Food Policy team in the context of the Food Wave project.

I support SoulFood in their planting activities that they perform around Northern Italy as part of their for-profit activities.

Link <https://soulfoodforestfarms.it/>

09/2023 – CURRENT Perugia

Youth representative for development of "Position paper"

As a youth representative for FELCOS (association of municipalities), I'm working on research design and deployment to understand the context in rural Umbria for what concerns agriculture activities and youth work in rural areas. The objective of the research is drafting a position paper containing recommendations for the regional government.

Link <https://yes.felcos.it/>

Autorizzo il trattamento dei miei dati personali presenti nel CV ai sensi dell'art. 13 d. lgs. 30 giugno 2003 n. 196 - "Codice in materia di protezione dei dati personali" e dell'art. 13 GDPR 679/16 - "Regolamento europeo sulla protezione dei dati personali".

F.to. (Francesco Cagnola) originale sottoscritto in forma autografa, conservato in atti/originale presso la Direzione Educazione - Area Food Policy

Milano , 21/12/2023