
Rate this innovation, based on how well you feel they apply the following principles:

POTENTIAL FOR MULTIPLE OUTCOMES

I can see this having a positive impact on more than one issue.



POTENTIAL FOR COST SAVING

I can see this saving money to the system in the long-term.



IT'S FEASIBLE

I can see this being possible in the Wirral, given the right level of energy and commitment.



POTENTIAL FOR HIGH ENGAGEMENT

I can see different stakeholders being excited and wanting to be involved.



IT'S RESOURCEFUL

It uses resources in a new, different and interesting way.



IT'S EMPOWERING

It responds to people's needs and aspirations, and builds their confidence.



IT'S SUSTAINABLE

This is something that could keep going in the long-term.



What else excites you about this project?



THE BOX CHICKEN PROJECT

MAKING HEALTHY FOOD CONVENIENT



 **NEWHAM, LONDON**

Meet people where they are at

Make healthy food the obvious choice

THE BOX CHICKEN PROJECT

MAKING HEALTHY FOOD CONVENIENT



Ingredients for success

- Test for success
- Build on people's aspirations and passions
- Be strategic about brand, communications and engagement

What is it?

In September 2013, an innovative new project launched in the London Borough of Newham which aimed to tackle the serious problem of youth obesity among young people.

The project set out to harness the popularity of fried chicken shops, which are loved by many young people, but which have a hugely negative impact on health. They currently serve high-fat, high-salt, high-calorie, energy-dense food, with significantly low levels of vitamins, minerals and fibre.

As part of a wider exploration into solutions, a mobile catering unit, designed to appeal to school-children, appeared in Newham at the start of the new term. It opened for a four-week test period at a fast food hotspot in Forest Gate.

Working with a fast food caterer, the not-for-profit behaviour change agency We Are What We Do created a menu with a focus on chicken, cooked in a much healthier way than its deep fried alternatives, yet still costing under £2.50. We Are What We Do also created a brand identity that would appeal to young people, under the name Box Chicken, and did some basic local marketing.



Why?

Across London there are now 8273 chicken shops feeding unhealthy, fatty foods to young people; in the London borough of Newham alone, there are 258 chicken shops. 1 in 3 children aged 11–15 years are overweight or obese, costing the NHS as much as £4 billion annually. Young people in Newham have the fourth highest level of obesity in London and the highest prevalence of diabetes, with over 200 children aged 16 or under diagnosed with Type 2 diabetes.

The Box Chicken Project aims to subtly shift young people's eating behaviours towards healthier, more positive options, without nagging or patronising consumers.

Who's involved?

The Box Chicken Project is a new initiative from We Are What We Do, a not-for-profit company involved in tackling social and environmental issues, and backed with money from Create London, which produces and commissions arts projects in East London.

What's the impact?

- A Box Chicken meal contains 85% less saturated fat than a KFC meal.
- Despite being so much healthier, it was popular with young people: during the four week pilot, they sold 1362 portions of Box Chicken. 95% of the students who tasted the meal said it was tasty and 90% wanted Box Chicken to continue trading in Forest Gate.
- The pilot, while short, also suggested that there was potential for the development of a financially sustainable business model.

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NANA CAFÉ

A COMFORT FOOD AND CRAFTS CAFÉ BY LOCAL ELDERLY WOMEN



HACKNEY, LONDON
www.wearenana.com



● Make food a social experience

● Use food as the route to employment and / or empowerment

NANA CAFÉ

A COMFORT FOOD AND CRAFT CAFÉ HOSTED BY LOCAL ELDERLY WOMEN



Ingredients for success

- Understand the full range of people's needs.
- Test for success.
- Build on people's aspirations and passions.
- Use existing assets and networks in new and creative ways.
- Define new roles for people.

What is it?

Nana Café is a community café in Hackney, which is run by elderly (over 65) women from the local area. Based in a former public toilet, Nana Café started out by operating its 'proof of concept' café at a local pub. Its success saw it go on to win funding from a number of sources in order to purchase and refurbish the premises.

The 'nanas' volunteer at least five hours of their time a week, and after three months of commitment, they become part of the Nanas partnership. This means a percentage of the profits are shared between them every four months. Nanas that aren't able to volunteer at the café are also able to contribute other skills and talents, such as running classes about bobble hat making.

The café has an inclusive, 'open door' policy, striving to represent a space where everyone – regardless of age, income or whether they have a screaming child on their arm – can feel welcome.



Who's involved?

The funding platform Kickstarter played a key role in helping Nana to raise sufficient funds (£15,000) to refurbish its new premises. It also recently won £50,000 through NESTA's 'Ageing Well Challenge.'

Why?

Nana Café grew out of the idea that communities have insufficient spaces and activities for the over 65s. It seeks to draw on the passions, skills and motivations of elderly women who may be on the cusp of social isolation, at the same time as offering low-cost, healthy food to all groups of people from the local community.

What's the impact?

Nanas has indicated that the project has fostered new aspirations. It is reported that interactions with other generations in the café environment have also contributed to the nanas' sense of being valued.

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CORNWALL FOOD PROGRAMME

SOURCING LOCAL FOOD FOR HOSPITALS



 **CORNWALL, UK**

www.cornwall-food.co.uk



- Support local businesses through procurement
- Effect change at policy level
- Connect local suppliers with new or untapped markets

THE CORNWALL FOOD PROGRAMME

SOURCING LOCAL FOOD FOR HOSPITALS



Ingredients for success

- Use existing assets and networks in new and creative ways.
- Create multiple value models.
- Build a compelling vision that excites different stakeholders.

What is it?

In Cornwall, three Primary Care Trusts wanted to retain £1.5 million spend in the region. In 2001, through their 'Food Programme', they set up a food production unit that provides high quality meals, sourced mainly from local produce. This has led to the provision of healthy, balanced meals for patients, staff and visitors and a wide range of special needs diets as well as guaranteeing local farmers, fishermen and food producers year-round orders for high quality products.

Who's involved?

The programme was funded by Defra, Organic West (Soil Association), and Objective One. The project team consists of a Project Director, Project Manager, Sustainable Food Development Manager, Project Administrator, Grants Manager and Head of Supplies for Cornwall NHS.



Why?

The Cornwall Food Programme (CFP) was developed to address the food supply needs of the Cornish Healthcare Community whilst at all times providing a value for money, good quality meal service. Throughout the Programme, wider sustainability aims have also been emphasised.

What's the impact?

'The quality of the food we are getting is so far above what we were getting from national contracts that it is helping patients get better more quickly.' **Mike Pearson, Head of Hotel Services | Cornwall Healthcare Estates and Support Services**

- Reports showed that over £750,000 was spent with local suppliers per annum between 2004 – 2010.
- The percentage of foods procured from local companies increased from 50% in 2001 to 80% in 2010.
- The number of food miles has been cut by 67% from a whopping 936 deliveries by vehicles travelling 164,042 miles per year.
- Patient satisfaction has increased dramatically, with 90% of patients claiming the food is good to excellent.

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MAIDA HILL PLACE

AN INCUBATOR FOR THE FOOD ECONOMY



 **LONDON**
www.maidahillplace.co.uk



- **Make food a social experience**
- **Tap into the power of place**
- **Support and incentivise food entrepreneurs**

MAIDA HILL PLACE

AN INCUBATOR FOR THE FOOD ECONOMY



Ingredients for success

- Learn from elsewhere.
- Build on people's aspirations and passions.
- Use existing assets and networks in new and creative ways.

What is it?

Maida Hill Place is a space in London designed to support food entrepreneurs, based in a previously derelict building on Harrow Road. It significantly lowers the risk for food industry start-ups by reducing costs, providing test trading opportunities and connecting like-minded people. Members receive business support on flexible, pay-as-you go terms and gain access to low-cost commercial kitchen facilities.

Additional features of Maida Hill Place include an art gallery, cooking classes offered to the local community, a reception area, and a sound system with state of the art cinema projection. The venue is available for hire by private parties.

It was inspired by a similar social enterprises based in the US (such as La Cocina, San Francisco).



Who's involved?

Maida Hill Place was a project which was initiated and funded by Westminster City Council. It was supported and developed by food consultants KERB.

Why?

Food businesses are a popular choice for aspiring entrepreneurs but are often a high-risk enterprise, frequently requiring substantial start-up capital. Compared to other sectors, there is relatively little sector-focused business support on offer to aspiring food entrepreneurs. And there is a shortage of affordable food production facilities in central London.

What's the impact?

Since being launched in September 2013, Maida Hill Enterprise has already supported the start-up phase of a new restaurant, as well as several food production and cookery tuition businesses.

Maida Hill Place is bringing increased vibrancy to the local high street of Harrow Road.

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What else excites you about this project?



COMMUNITY FOOD CENTRES

A HOLISTIC RESPONSE TO FOOD POVERTY WHICH ALSO BUILDS HEALTH, SKILLS AND COMMUNITY.



CANADA
cfccanada.ca

Innovation Unit

- Address the wider issues in people's lives
- Make learning about food more experiential
- Make food a social experience

COMMUNITY FOOD CENTRES

"ONE OF OUR MOST VISIONARY MOVEMENTS FOR JUSTICE AND EQUALITY" (NAOMI KLEIN)



Ingredients for success

- Understand the full range of people's needs.
- Test for success.
- Build on people's aspirations and passions.
- Build a compelling vision that excites different stakeholders.

What is it?

Community Food Centres Canada have been billed as a more positive alternative to the food bank, providing a non-stigmatised space where people in need can access emergency, high-quality food in a dignified setting. With a minimum staff team of five, the centres also provide facilities and resources for people to learn cooking and gardening skills, while children get their hands dirty in the kitchen in ways that expand their taste buds and help them to make healthier food choices.

One of the key principles underpinning the Community Food Centres Canada approach is 'relevance' – that is, meeting people where they are at. Community Food Centres meet immediate needs first as a precondition for being able to address more complex food-related needs; for example, people may need support to manage debts or to deal with complex mental health issues. CFCCs recognise that people's skills and goals are diverse, and that they do not want to be preached at or pushed. They therefore support people to find a voice about the issues that matter to them, and help them to define an appropriate action plan for making change in their own lives.



Who's involved?

Community Food Centres Canada was founded and is run by a group of high-profile Canadian food activists, and has attracted the financial support and public endorsement of a range of high-profile benefactors and celebrities. It also receives a high proportion of its funding from foundations.

Why?

The founders of Community Food Centres Canada came up with the concept as a response to the deficit model underpinning charity food banks, which according to CFCC founder Nick Saul feel too much like 'privileged people helping the underprivileged,' perpetuating an 'us-and-them' atmosphere.

What's the impact?

A thorough evaluation conducted at CFCC's first site, 'The Stop', revealed that:

- 98% of respondents facing hunger and food poverty said that The Stop played an important role in helping them cope.
- 15,000 people took The Stop's online 'Do the Math' survey, part of a campaign to raise awareness about inadequate social assistance rates.
- 100% of people surveyed in The Stop's community action programme said that it made them think differently about issues in their own lives.
- 55,731 healthy meals were served in the drop-in and 10,000 lbs of vegetables were harvested from the greenhouse and community gardens in 2011.

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FARM TO SCHOOL

**BUILDING RELATIONSHIPS
BETWEEN LOCAL FARMS
AND SCHOOL CHILDREN**



USA

www.farmentoschool.org



- Teach people about growing and buying food – not just cooking
- Make learning about food more experiential
- Connect local suppliers with new or untapped markets

FARM TO SCHOOL

BUILDING RELATIONSHIPS BETWEEN LOCAL FARMS AND SCHOOL CHILDREN



Ingredients for success

- Use existing assets and networks in new and creative ways.
- Define new roles for people.
- Create multiple value models.

What is it?

Farm to School improves the health of children and communities while supporting local and regional farmers. At its core, it aims to build relationships between local farms and school children. Its programmes include (but are not limited to):

- Including local products in school meals-breakfast, lunch, afterschool snacks- and in taste tests, educational tools and classrooms snacks.
- Introducing food-related curriculum development and experiential learning opportunities through school gardens, farm tours, farmer in the classroom sessions, culinary education, educational sessions for parents and community members, and visits to farmers' markets.

Since each Farm to School programme is shaped by its unique community and region, the National Farm to School Network does not prescribe or impose a list of practices or products for the farm to school approach. The Network supports the work of local farm to school programmes all over the country by providing free training and technical assistance, information services, networking, and support for policy, media and marketing activities.

Who's involved?

The Farm to School is comprised of a network of national staff, eight regional lead agencies and leaders in all 50 states of the US. It is funded by the US Department for Agriculture.



Why?

The Farm to School programme was set up to:

- Strengthen children's and communities' knowledge about agriculture, food, nutrition and the environment.
- Increase children's participation in the school meals program and consumption of fruits and vegetables.
- Benefit school food budgets.
- Increase market opportunities for farmers, fishers, ranchers, food processors and food manufacturers.
- Decrease the distance between producers and consumers, thus promoting food security

What's the impact?

- Schools operating a Farm to School programme have shown increases in children's participation in the school meals programme and consumption of fruits and vegetables.
- The programme also opens up an expansive school food market, estimated at more than \$12 million a year to local farmers.
- For every dollar spent on local foods in schools, one to three dollars circulate in the local economy.

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THE MEANWHILE FOUNDATION

SUPPORTING REGENERATION THROUGH PROMOTING THE TEMPORARY USE OF SPACE



www.meanwhile.org.uk



● Meet people where they are at

● Tap into the power of place

● Support and incentivise food entrepreneurs

THE MEANWHILE FOUNDATION

SUPPORTING REGENERATION THROUGH PROMOTING THE TEMPORARY USE OF SPACE



Ingredients for success

- Use existing assets and networks in new and creative ways.
- Build on people's aspirations and passions

What is it?

The Meanwhile Foundation is a registered charity which believes that the temporary use of empty property can enliven and stimulate change in neighbourhoods. Whether it's an empty shop on the high street or a stalled development site, it doesn't have to blight the local area – it can be an opportunity to make something happen that is good for the area and its people.

The Meanwhile Foundation's activities include:

- **championing** the temporary use of available space for supporting regeneration and connecting local people with the assets in their town centres and neighbourhoods. This includes increasing awareness and making the case to the property industry of the benefits of temporary use projects.
- **enabling** temporary use by taking property risk – for example, they can enter into tenancies with landlords on the behalf of projects. Due to Meanwhile Foundation's charitable status, the projects that it supports enjoy a mandatory business relief rate of 80%.



Who's involved?

The Meanwhile Foundation is a national charity set up by Brent Council in London and Locality, the largest network of charities and social enterprises in the UK. The board includes regeneration, property and legal expertise from the private, public and voluntary sectors.

Why?

Brent Council established the Meanwhile Foundation to address the blight caused by empty properties in areas awaiting redevelopment or closed in the face of the economic downturn.

What's the impact?

The Meanwhile Foundation has supported a number of projects to make use of temporary available space. For example, from January-September 2013, 3Space transformed a 33,000 sqft building on London's Victoria Embankment into a home for a diverse range of charities, social enterprises and community groups, creating a dynamic hub that fostered exciting ideas and projects. 25 core organisations made the space their temporary home, while the Hub hosted over 140 events, ranging from workshops and classes, art exhibitions, film screenings, lectures, seminars, meetings and theatre performances.

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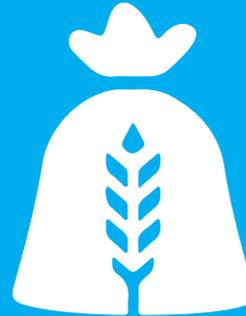


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GROUNDSWELL

DRIVING CHANGE THROUGH HARNESSING SHARED BUYING POWER



 **WASHINGTON D.C., USA**
www.groundswell.org

Facilitate group buying models

Enable change from the bottom up through shared consumption models

GROUNDSWELL

DRIVING CHANGE THROUGH HARNESSING SHARED BUYING POWER



Ingredients for success

- Use existing assets and networks in new and creative ways.
- Create multiple value models.

What is it?

Groundswell is a not-for-profit organisation based in Washington D.C. in the U.S. Its mission is to unlock communities' shared economic power in order to grow sustainability and expand prosperity on the local level.

Groundswell works with neighbourhood groups and membership organisations to support them to use shared purchasing power to jumpstart local clean energy sectors while saving money and reinvesting in their communities. Through this 'civic consumption model', people and communities can do more than simply gain access to services they want at lower cost. They can actually incentivise businesses to deliver deeper social, environmental and economic benefits to their communities.

The Civic Consumption model consists of four phases which can be described as follows:

- **Engages** community networks – such as neighbourhood associations, faith institutions and membership groups.
- **Bundles** purchasing power across these groups by structuring joint purchases of clean energy or energy efficiency services.
- **Co-creates** the social impacts that these purchases produce by incorporating the buyers' priorities for expanding economic opportunity.
- **Leverages** purchasing power to lower prices, create social impacts and reward businesses that benefit communities.



Who's involved?

Groundswell is founded on the belief that the clean energy economy has the potential to combat both economic inequality and environmental decline. Groundswell aims to equip people and communities with the necessary tools to build local economies and effect change through civic consumption.

Who's involved?

Groundswell is supported and funded by a number of partners in the public and private sectors, including the Alliance for Climate Education and the Clinton Global Initiative.

What's the impact?

Groundswell has:

- Driven nearly \$7 million in community-based investment into clean energy sectors.
- Organised more than 100 nonprofits across D.C. and Maryland to purchase power together – 94% percent invested in clean energy.
- Supported more than 250 home-owners who completed energy efficiency upgrades.

One example of an organisation that been supported by Groundswell is First Trinity Lutheran, a congregation in Washington which provides 40 units of transitional housing for homeless families. By joining the group clean energy, the congregation has saved approximately \$5000 - \$6000 annually on its electricity costs. It channels those savings into programming to support disadvantaged communities.

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REAL FOOD WYTHENSHAW

A NETWORK OF COMMUNITY GROWING AND COOKING INITIATIVES



MANCHESTER, UK
realfoodwythenshawe.com

- Teach people about growing and buying food - not just cooking
- Link education about food to wider issues
- Use food as the route to employment and empowerment

REAL FOOD WYTHENSHAW

A NETWORK OF COMMUNITY GROWING AND COOKING INITIATIVES



Ingredients for success

- Understand the full range of people's needs.
- Use existing assets and networks in new and creative ways.
- Build a compelling vision that excites different stakeholders.

What is it?

Real Food Wythenshawe is a five year community-led programme with a mission to make reasonably priced, sustainably produced and locally grown food available to the people of Wythenshawe. It aims to be able to impact on and feed an entire estate of 70,000 people. The project is currently comprised of five flagship projects:

- **A sustainable indoor growing system** which will showcase modern indoor growing techniques and demonstrate what sustainable food production can mean in an urban setting.
- **Green Spaces to Growing Spaces** which will focus on supporting residents to know how to grow food in their own garden and in areas of "no man's land".
- **Mapping and harvesting abundance** which will involve mapping, harvesting, preserving and distributing fruit from trees in the area, and show people the food that is on their doorstep.
- **Outdoor growing** which will serve as a community hub for horticultural skills development, and operate a "Veg Box" scheme.
- **Cooking and Eating Sustainably** which will equip people with the skills and passions to cook healthy, cheap food.



Who's involved?

Real Food Wythenshawe is a partnership of ten organisations, led by the Willow Park Housing Trust and including Manchester City Council, Manchester College, and University Hospital South Manchester. It is funded by the Big Lottery Fund.

Why?

The programme aims to address lack of awareness around food production and the relationship between food, health and the environment. By getting local citizens involved in every aspect from growing and cooking to eating local produce, they aim to educate people about the financial and health benefits of eating nutritious fresh food.

The project will also seek to generate employment and training initiatives, offering real jobs, apprenticeships and internships around food production and cooking.

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MASTER GARDENERS

LOCAL ADVICE AND SUPPORT TO GROW FOOD



 **UK**
mastergardeners.org.uk



- Utilise existing assets and networks
- Teach people about processes such as growing and buying food – not just cooking
- Use food as the route to employment and empowerment

MASTER GARDENERS

LOCAL ADVICE AND SUPPORT TO GROW FOOD



Ingredients for success

- Build on people's aspirations and passions.
- Use existing assets and networks in new and creative ways.
- Define new roles for people.

What is it?

Volunteer Master Gardeners are part of a funded programme by Garden Organic to promote local food growing, currently in four UK areas: Warwickshire, Islington, South London, Norfolk and Lincolnshire. Each volunteer has different growing experience, from a couple of years to many decades, but all are united by a passion to inspire others to have a go. Master Gardeners cater for all groups, each supported by a local co-ordinator who gets to know their skills and preferences. Some love doing presentations, for example, while others hate them and prefer writing articles. Some engage with schools, while others prefer engaging with their tower block neighbours.

The role of a Master Gardener is to:

- Promote food growing to the community, e.g. through events, talks, articles, community groups, schools – and other innovative ways to bring people together.
- Regularly support 10 householders just beginning to grow their own food, offering seasonal advice for 12 months.
- Feedback hours, activities, successes and problems to their local volunteer co-ordinator and website



Why?

Master Gardeners enables people to develop practical gardening skills under the mentorship of local experts. It aims to promote healthy diets and lifestyles, support individuals and households to learn new skills and save money, and to boost community cohesion.

Who's involved?

Master Gardeners is an initiative by charity Garden Organic, with the support of Local Food, the Big Lottery Fund, the Sheepdrove Trust, Warwickshire County Council, Norfolk County Council, London Borough of Islington, and the Lincolnshire Health and Wellbeing Fund.

What's the impact?

- In September 2013, volunteers had contributed 23,000 volunteer hours in eight urban and rural networks.
- Volunteers 'graduate' as Master Gardeners after 30h a year volunteering (about half a day a month), but most continue beyond.
- 5,000 people are now growing food in regularly mentored 'households', including individuals, families and community groups.
- Mentored households spend an average of 67% more time gardening and an average of 29% less on food.

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POTENTIAL FOR HIGH ENGAGEMENT

I can see different stakeholders being excited and wanting to be involved.



IT'S RESOURCEFUL

It uses resources in a new, different and interesting way.



IT'S EMPOWERING

It responds to people's needs and aspirations, and builds their confidence.



IT'S SUSTAINABLE

This is something that could keep going in the long-term.



What else excites you about this project?



CASSEROLE CLUB

HOME COOKED FOOD
MADE BY NEIGHBOURS,
FOR NEIGHBOURS



www.casseroleclub.com



- Meet people where they are at
- Utilise existing assets and networks
- Make food a social experience

CASSEROLE CLUB

HOME COOKED FOOD, MADE BY NEIGHBOURS, FOR NEIGHBOURS



Ingredients for success

- Test for success.
- Understand what people want as well as what they need.
- Build on existing assets and networks.
- Define new roles for people.
- Be strategic about brand, communications and engagement.

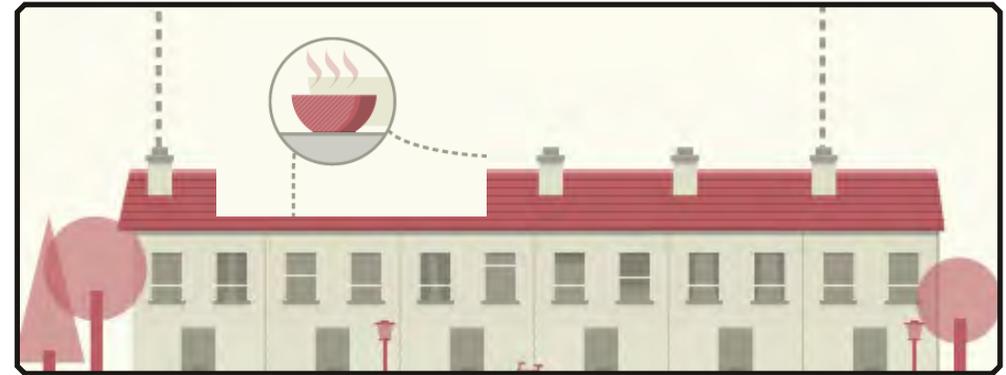
What is it?

“Shared dining experiences have been the fabric of communities since forever, and if we want to “rebuild” communities, food seems like a good place to start.”

Casserole Club helps people (cooks) share extra portions of home-cooked food with others in their area who might not always be able to cook for themselves (diners).

For those who aren't on the internet, Casserole helps those who are offline to order meals, connect and pair up with local people. In fact, most of the diners registered with Casserole Club are supported through phone and text.

Casserole works with local councils, housing associations and community groups to get people who could benefit signed up to the scheme. It is currently being replicated in Barnet and Tower Hamlets.



Who's involved?

Casserole is a social innovation project which began as an idea at FutureGov, a company that aims to improve public services through elegantly designed digital products, in partnership with Surrey County Council. It is also being developed with support from the Technology Strategy Board and Design Council.

Why?

Casserole aims to tackle social isolation and loneliness, and to strengthen communities, by connecting neighbours to each other through food. It also aims to reduce levels of malnutrition by increasing people's access to healthy nutritious meals.

What's the impact?

'Diners' have reported reduced feelings of social isolation, while 'cooks' have reported feeling more connected to their communities and high levels of satisfaction through being able to share their food with others.

Rate this innovation, based on how well you feel they apply the following principles:

POTENTIAL FOR MULTIPLE OUTCOMES

I can see this having a positive impact on more than one issue.



POTENTIAL FOR COST SAVING

I can see this saving money to the system in the long-term.



IT'S FEASIBLE

I can see this being possible in the Wirral, given the right level of energy and commitment.



POTENTIAL FOR HIGH ENGAGEMENT

I can see different stakeholders being excited and wanting to be involved.



IT'S RESOURCEFUL

It uses resources in a new, different and interesting way.



IT'S EMPOWERING

It responds to people's needs and aspirations, and builds their confidence.



IT'S SUSTAINABLE

This is something that could keep going in the long-term.

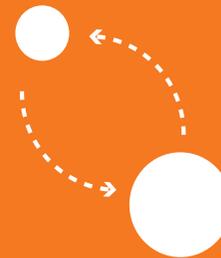


What else excites you about this project?



FAIR FOOD NETWORK

BUILDING A FAIR AND SUSTAINABLE FOOD SYSTEM



DETROIT, USA

● Make healthy food the obvious choice

● Create alternative currencies

● Support and incentivise food entrepreneurs

FAIR FOOD NETWORK

BUILDING A FAIR AND SUSTAINABLE FOOD SYSTEM



Ingredients for success

- Learn from what works.
- Test for success.
- Create multiple value models.
- Build a compelling vision that excites different stakeholders.

What is it?

The Fair Food Network is a US nonprofit dedicated to building a more just and sustainable food system in Detroit. Programmes and activities include:

- The Double Up Food Bucks project incentivises the sale of healthier food to citizens who are in receipt of food stamps. For every \$2 they spend on fresh food, Double Up provides \$2 worth of further tokens to purchase Michigan-grown fruit and vegetables at participating farmers markets and stalls. The funding for these tokens is raised through the Fair Food Network's partner organisations and foundations.
- The Detroit Grocery Incubator project is supporting local entrepreneurs who lack the resources, training, or networks to establish a local grocery store on their own. It offers a range of support and services, including classroom training on entrepreneurial skills, on-the-job training in successful inner city grocery stores, and community outreach to 'recruit' grocery entrepreneurs.
- Events to expose food system leaders to established and successful food related social enterprises to share best practice and fuel new ideas for change.



Who's involved?

Fair Food Network's Board of Directors and Advisors is made up of an eclectic mix of people, from academics to representatives of the CVS and CEOs from the private sector. The list includes the President of a Community Food Bank in Michigan and a New York Clothing Designer and Hip Hop artist. The Network has over 65 financial supporters, including private foundations, corporations, individuals and government agencies.

Why?

The Fair Food Network operates at the intersection of food systems and social equity to provide access to healthy, fresh and sustainably grown food in underserved communities. In Detroit, lack of access to healthy food is a particular issue: 30% of all citizens receive food stamps, and yet 90% of food stamp retailers offer no fresh fruit or vegetables and over 500,000 residents live in areas with limited or no access to nutritious food options. Additionally, there are only 10 grocery stores for every 100,000 people, compared with 40 for every 100,000 people in San Francisco.

What's the impact?

The Double Up Food Bucks project has connected 1.75 million food stamp recipients in Michigan to dozens of food outlets, creating more than \$5.4 million in sales of healthy foods.