

FeedingManchester #4
26th June 2010

Notes from Progressing the Sustainable Food Definition workshops

1. What does signing up to the definition mean to you/your group?

Group a)

- *Is it membership/a club?*
- Signing it/contract/ "by default people I work with".
- A process to accreditation.
- Should it cost money to sign up to?
- *Measure the accountability/police?* ... Would require resources.
- Used to inform the group's policies.
- Check-list for consumers/self-policing.
- Kudos.

Group b)

- Useful for campaigning/partnership guidelines.
- Strengthen funding bids etc. - But worries about excluding potential partners.
- Conflict with engaging others.
- *Who takes responsibility?* Action from the whole group.
- Underpinning policy/procedure.
- It is a goal to work towards.

2. How do you sign up to it?

The actual process.

As an individual.

As a group.

- Meeting of coordinators/board members.
- Active rather than passive.
- Marketing – means something.
- Wouldn't take adverts/partnership with those who have not adopted it.
- *Accept as definition but does it relate to day to day running?*
- Commit to promoting it in the area where you work – not necessarily all areas.
- Small steps towards sustainability.
- Use as an educational tool.

3. How can we ensure that people are accountable once signed up?

- Process/policing.
- Accreditation Vs embarrassment factor
- Danger of criticising organisations that are not able to make all elements.
- *Who would police it?*
- Reflect as a group - identify areas they could improve and set specific actions & goals.
- Set basic threshold. - manage entry process.
- Larger Companies are those that need change. *How do you involve bigger companies and not devalue the brand?*
- Chain of accountability/definition.

4. Who else should we ask to sign up?

- All of us attending Feeding Manchester events.
- Statutory bodies.
- Individuals (general public).
- Anyone genuinely working towards it. (Badge/certificate)
- Public sector procurement – Manchester Fayre, large suppliers etc.
- Everybody.

5. What can you/your group do to encourage others to sign up?

Group a)

- Need a carrot and stick approach.
- Need a 3 to 5 yr plan to encourage Manchester City Council to adopt and hold to account over period.
- Show who has already adopted it.
- Show you've been doing it for a period of time.
- National regulation - kite mark.
- Use existing restaurant certificate./ Green tourism awards etc.
- Case study best practice.
- Follow the Fair Trade model.
- Promote to cut costs.
- Highlight health and well-being benefits.

Group b)

- Publicity/media/marketing - *How to?*
- Service Level Agreements with partners and other organisations.
- Website.
- Push BS8555 – and other standards bodies to include the Sustainable Food Definition.
- Public events to get individuals to sign up.

6. How can the definition be promoted?

Group a)

- Costing up sustainable food for Manchester City Council.
- Show how many jobs could be created.
- Tap into their policies.
- What happens if you don't?
- Create a video with the '8 faces of sustainable food': 9 minute video/social media.
- Utilise Facebook.
- Name and shame
- Looking back from 2020 (sliding doors).
- Council debate. Invite other councils along.

Group b)

- Re-write for the general public.
- Use the university for campaign ideas.
- Graphical.
- Postcards.
- Sign-ups.
- Small pocket-able version like Kindling's Seasonal Food Calendar.