



SUSTAINABLE FOOD CITIES - THE CRUNCH

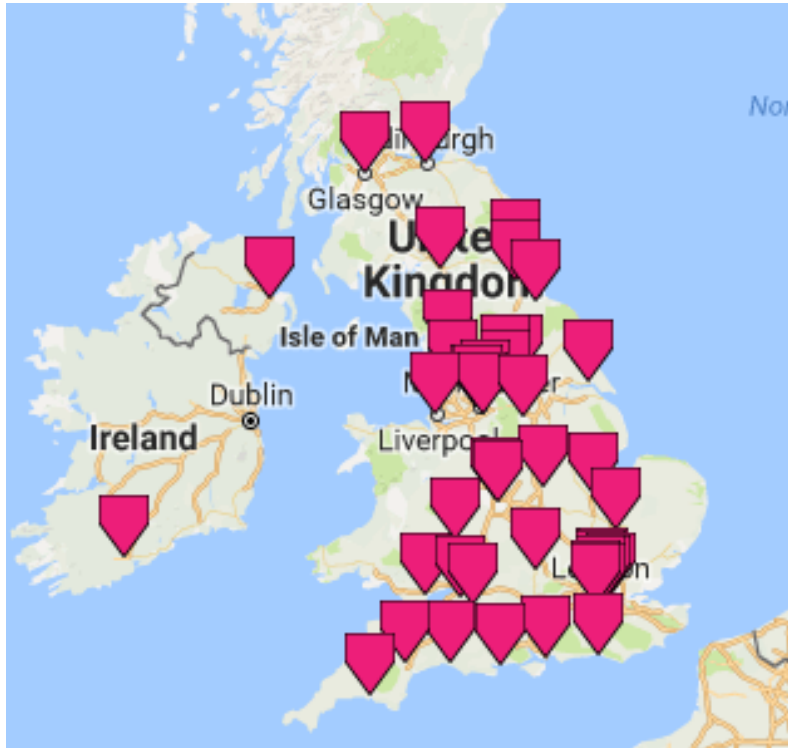
Webinar - Engaging Older People

Agenda, 12th October 2-3.30pm

- **2pm - 2.05** ***Chairs intro: Maria Devereaux, Sustain***
- **2.05 - 2.15** ***Introduction to Sustainable Food Cities, Ben Reynolds, Sustain***
- **2.15 - 2.20** ***Introduction to The Crunch, Nora Maddock, Wellcome Trust***
- **2.20 - 2.40** ***Why engage older people and top tips, Wendy Bewin, Sensory Trust***
- **2.40 - 2.55** ***My Tree, My Community, Juliet Rose, The Eden Project***
- **2.55 - 3.10** ***Hove Luncheon Club, Maria Devereaux on behalf of Caroline Henderson***
- **3.10 – 3.25** ***Q&A***
- **3.25** ***Close***



Currently 46 Sustainable Food Cities Network members



www.sustainablefoodcities.org





The Sustainable Food Cities approach is about...

- Creating a city-wide **cross-sector partnership** of public agencies (health, environment, economy), businesses, NGOs, community organisations and academic bodies.
- Developing a **joint vision** and **common goals** on how healthy and sustainable food can become a defining characteristic of their city.
- Develop and implementing an **action plan** that leads to significant measurable improvements in all aspects of food, health and sustainability.

“It is about completely re-imagining, and ultimately reshaping, a city (or town, borough, district, county) through the lens of good food”





Six key issues:

1. Promoting healthy and sustainable food to the public.
2. Tackling food poverty and increasing access to affordable healthy food.
3. Building community food knowledge, skills, resources and projects.
4. Promoting a vibrant and diverse sustainable food economy.
5. Transforming catering and food procurement.
6. Reducing waste and the ecological footprint of the food system.

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The Awards structure...

... is designed to recognise and celebrate the success of those places taking a joined up, holistic approach to food and that are achieving significant positive change on a range of key food issues.



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