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.

www.sustainablefoodcities.org
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.

www.sustainablefoodcities.org