Economy and Sustainable Food workshop
How to engage with businesses?

Understand their......

Motivation
Education
Financial situation
Time allocation
Perception
Management constraints
How to engage with businesses?

Get the context right to support them.......

Clear outcomes
Support start-ups
Business need
Use assets and extract social value
Strong strategic direction
Nurture your local food partnership
Support local economy through commissioning

BUT whatever you do can’t depend on council revenue.
How to engage with businesses?
Deliver effectively......

Motivators, ambassadors and low hanging fruit
A clear and simple message, with a call to action
The right person, being sneaky and support the difficult bits
Joint promotion – motivators for being part of the ‘club’

Right strategy leads to a snowball effect
Constant search for opportunities – major launch
Catalyst for a sustainable food city business award scheme
How to engage with businesses?

What do we know.....?

One size fits all?
Target markets count?

‘Healthy’ food businesses?
Demographics and gentrification?

Balancing supply and demand?
Can we think like businesses?
Contact details

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