Aberdeen
Bournemouth
Brighton
Cambridge
Cardiff
Durham
Glasgow
Hull
Lewisham
Luton
Middlesbrough
Nottingham
Oxford
Sheffield
Who can get involved?

Councils
Community groups
Education
Health and hospitals
Workplaces
Restaurants and catering
Retail and markets
Food growing enterprises
Areas of action

1 – Promote veg
2 – Improve access to veg
3 – Promote growing, cooking and eating
4 – Support local businesses
5 – Transform catering and procurement
6 – Reduce waste
1 Promote veg

Promote veg
Good advertising
Veg competitions
Veg sessions
Veg Challenges
2 Improve access to veg

- Improve access to those in most need
- More veg out of school hours
- Increase veg offer
- Set up a veg stand
3 Growing, cooking and eating

Set up cooking classes and training
Set up network of growing spaces
Increase in land area used for growing
Increase in veg grown for sale
4 Support local businesses

Include access to food in planning
Support healthier food businesses
Increase in land used for growing
5 Transforming catering and procurement

Include 2 portions of veg in every meal
6 Reduce waste

Educate about food waste with a focus on veg

Monitor and reduce food waste

© Suzie Larke Photography
Get Involved
The steps to become a Veg City

Step 1 – Register your interest in www.vegcities.org
Step 2 – Gather support and identify priorities
Step 3 – Make a public announcement and celebrate
Step 4 – Keep going!

Share, Share, Share!  sfc-subscribe@lists.riseup.net  @FoodCities
Participants

Signup

JOIN VEG CITIES
Working together for more veg

We support schools, councils, food growing enterprises, businesses and other organisations to grow, cook, sell, serve and save more vegetables. Please register below to work with us.

Alternatively if would like to coordinate a VEG CITIES campaign in your area click here to find out how you can become a VEG CITY.

☐ We are a school, council, food growing enterprise, business or other organisation involved in growing, cooking, selling, serving or saving food.

Sector*

Organisation name*

First name*                Last name*

Role

Contact number*

Email*

Postcode*

Password*

Confirm password*

Website

☐ I understand that I am giving the above data to Sustain and VEG CITIES organising partners in my area and I hereby opt in to receive their communication. (Please note, we will never share your data with third parties, please see our Data privacy & cookies policy).

LET'S GET STARTED
Participants Dashboard

Action pledges: 1
Assets: 0

Educate about food waste
Support food waste education through roadshows, workshops and city campaigns and initiatives.
Number of people involved: 65 people

Good advertising
Encourage the best and restrict the worse food adverts.

Improve access to those in most need
Increase the uptake of Healthy Start Vouchers, Rose Vouchers or through other local initiatives.

Increase veg offer
Increase the lines, quality and display of veg in retail, particularly in deprived areas.

Promote veg
Use marketing work, social media, healthy eating campaigns or events to promote veg.

Monitor and reduce food waste
Initiatives to monitor and reduce food waste with a focus on vegetables.

Run cooking classes

Partners
Signup

REGISTER YOUR INTEREST
Run a VEG CITIES campaign in your area

We partner with local authorities and community groups to run campaigns across the UK. Please check these boxes to register your interest.

Alternatively, if you are taking action within your business or organisation, click here to find out how you can join VEG CITIES.

- [ ] I am a local authority or a community food group working with other local partners.
- [ ] I want to organise a local VEG CITIES campaign.
- [ ] I can reach out to businesses and organisations in our area to help them increase availability and consumption of veg.

- [ ] I understand that I am giving the below data to Sustain and I hereby opt in to receive their communication on relevant topics. (Please note, we will never share your data with third parties, please see our Data privacy & cookies policy).

Organisation name*

First name*

Last name*

Role

Contact number*

Email*

Postcode*

Password*

Confirm password*

Website

REGISTER YOUR INTEREST

Cancel
VEG CITIES PRINCIPLES

To make a measurable commitment to increase the availability and consumption of vegetables.

To promote the health, environmental and economic benefits of local, sustainably grown vegetables.

To communicate your work and the VEG CITIES messages.

Our team are here to help. The assets below have information about the campaign and how to get started. Start gathering support in your local area from the public sector, businesses, community groups and organisations interested in vegetables, food or health. If you have any questions just get in touch with our team at sofia@sustainweb.org

**VEG CITIES Handbook**
- How-to-guide for campaigners wishing to start a VEG CITIES campaign in their local area

**VEG CITIES presentation**
- Slides you may find useful when presenting the campaign to local partners

**Terms and Conditions**
- What you need to know ahead of start using the VEG CITIES name and brand

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ARE YOU READY TO START?

In the following steps we will ask you for some more details about your organisation, and your logo. Whoever is leading the local campaign we recommend you get the involvement of the local authority to increase the effectiveness of your campaign.

☐ I have read and agree to the Partner terms and conditions.

[YES, LET'S GET STARTED]
Partners

Upload logo