

Delivering a successful campaign – Veg Cities

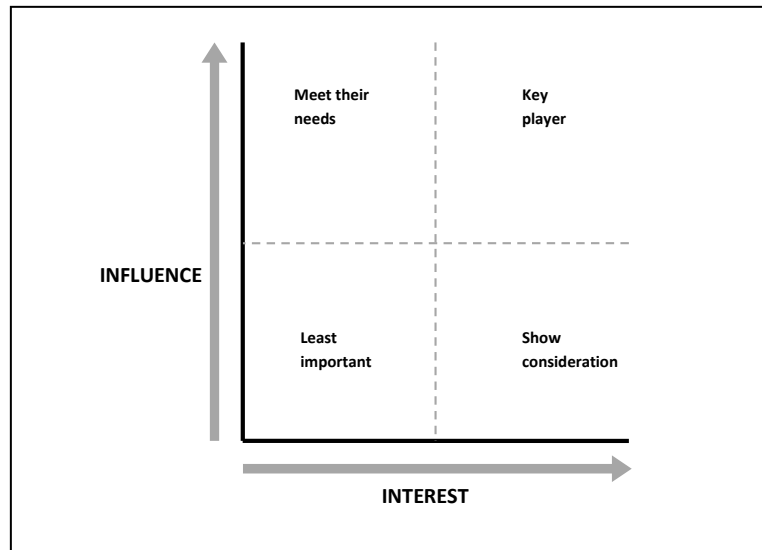
10h30 Introduction and house keeping

10h35 Peas Please and Veg Cities Cardiff – Katie Palmer

10h50 Veg Cities – Sofia Parente

11h00 Group work – Stakeholder mapping

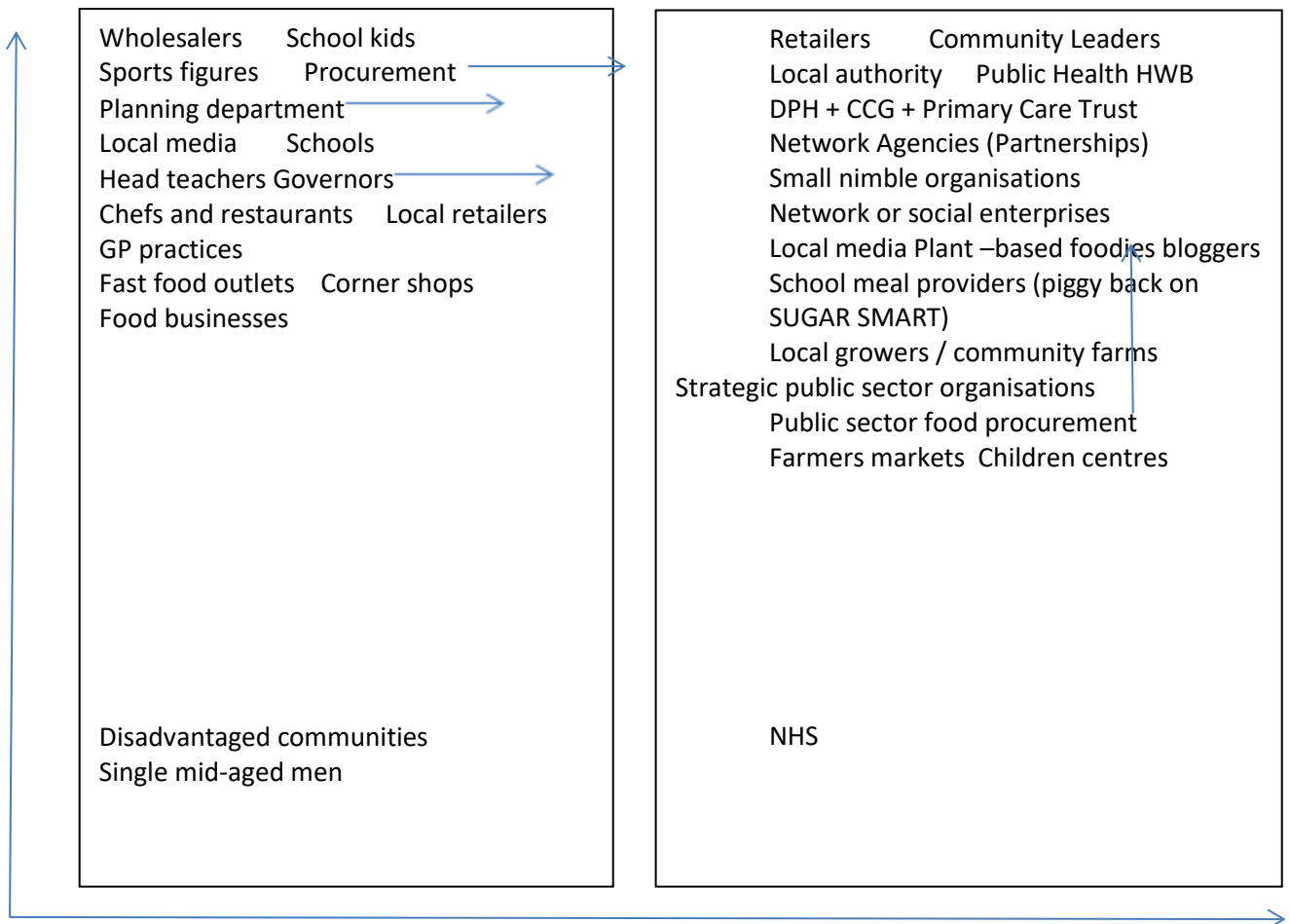
5 groups facilitated by Vera Zakharov, Katie Palmer, Chloe Clarke, Amber Wheeler and Courtney Scott



Groups were asked to:

- Map stakeholders who have the biggest influence/interest locally in increasing veg availability and consumption – those are your key players
- How would you go about engaging those key players? What are the opportunities for joining forces as a network to influence key players? E.g. Autumn push on Veg Power
- What do you need from the SFC network to help you influence your key players?
- What are the 5 top actions you are planning on your Veg City campaign?

These are the stakeholders identified by all 5 groups



These are the top actions identified by participants in the 5 groups

Include access to food in planning	9
Run cooking classes and training	8
Include 2 portions of veg in every meal	6
Good advertising	5
Support healthier food businesses	5
Veg challenges and competitions	4
Improve access to those in most need	4
More veg out of school hours	4
Educate about food waste	4
Promote veg	3
Increase veg offer	3
Set up network of growing spaces	3
Veg sessions	2
Set up a veg stand	2
Monitor and reduce food waste	2
Increase in veg grown for sale	1
Increase in land area used for growing	1

11h30 Report back to the plenary – key points identified by the 5 groups

- Use power of local knowledge and local networks
- Look for windows of opportunity
- Supply wholesalers + retailers
- Schools, headteachers, governors
- Advertising, crowdfunder JC Decaux
- How to move stakeholders with high influence but low interest
- Disadvantaged communities, how to influence them?
- Public procurement, Cardiff's champion is Kevin Morgan, who are your local champions?
- Infrastructure, planning, transport to influence the local economy and local businesses
- Cllrs, officers, they do not always have the same ideas but we need to influence them