



Making the case and measuring progress: towards a systems approach to healthy and sustainable food

Sustainable Food Cities – Cardiff University





Agenda

2 – 2.05	Housekeeping
2.05 – 2.20	1- Sustainable Food Cities & the problem of measuring impact, Alizee Marceau
2.20 – 2.40	2- Linking research and practice - how the project came together, Dr. Ana Moragues Faus
2.40 – 3	3 - Drilling into the details – how this toolbox works, Alizee Marceau
3 – 3.05	4 - Measuring impact: a work in progress, Dr. Ana Moragues Faus
3.05 – 3.30	Q&A

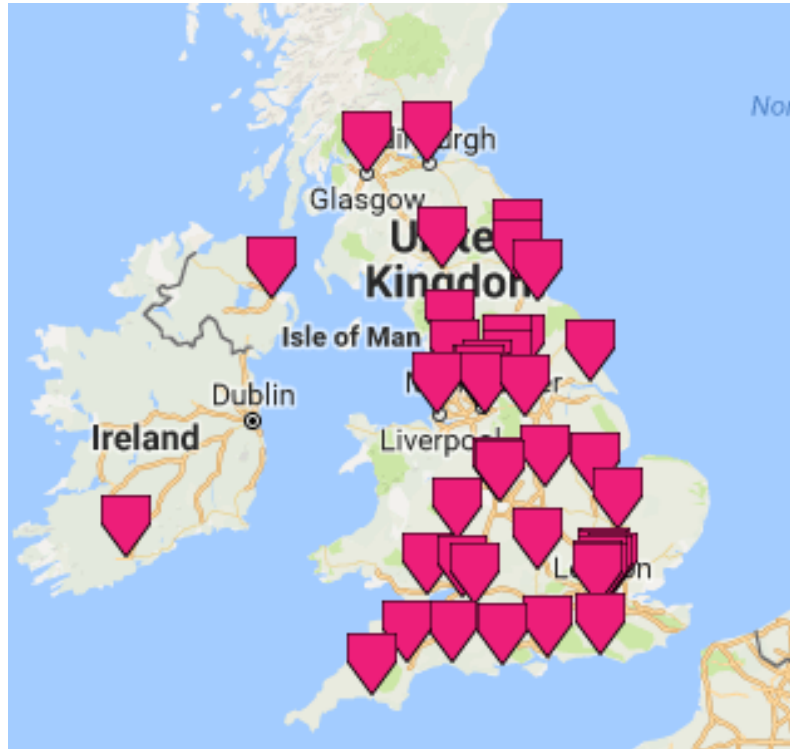


1- Sustainable Food Cities & the problem of measuring impact

Alizee Marceau



Currently 47 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.
Eg:
Action 1: Support new sustainable food entrepreneurs
Action 2: Protect and/or re-establish vital food infrastructure
Etc...
5. Transforming catering and food procurement.
6. Reducing waste and the ecological footprint of the food system.



Feeding the 5000 credit Brighton and Hove Food Partnership



Food Cardiff School Holiday Enrichment Programme



Bath and North East Somerset Community Farm



Love Food Hate Waste in partnership with Food Cardiff



The Awards structure...

... is designed to recognise and celebrate the success of those places taking a place-based, systems approach to food and that are achieving significant positive change on all key food issues.





The Sustainable Food Cities model is...

- place-based: action focused around cities and city-regions
- systems approach: focused around improving all aspects of the food system



Problem of measuring impact

Practitioner

How can I show the impact my project is having?

Policy maker

How can I be confident that my limited resources are being invested effectively to achieve my outcomes?



2- Linking research and practice - how the project came together

Dr. Ana Moragues Faus



A participatory action research process

Demand from SFCN and other cities to measure impact: *The future of our food*

Measuring progress and impact from the bottom-up:

- Practitioners needs, perspectives and knowledge
- Useful: toolbox
- First step in the journey: ESRC Impact Accelerator Account

Methodology:

1. Literature review
2. Workshops
3. Consultation
4. Application



Literature review

Local level: **Developing tools for mapping and assessing sustainable city region food systems (CityFoodTools)**

RUAF Foundation (coordination), Laurier Centre for Sustainable Food Systems, FAO-Food for Cities

National level: **Sustainable food system indicators for the UK** (UK Department for Environment, Food & Rural Affairs, DEFRA 2013)

International level: **Sustainable Development Goals Indicators** (UN, 2016)

Prosperi, P.; Moragues-Faus, A.; Sonnino, R. and Devereux, C. (2015)

Measuring progress towards sustainable food cities: Sustainability and food security indicators. Report of the ESRC financed Project "Enhancing the Impact of Sustainable Urban Food Strategies". Access:

<http://sustainablefoodcities.org/getstarted/developingindicators> c



Participatory workshops

Cardiff on the 5th of November 2015

London on the 2nd of December 2015

Edinburgh on the 10th of February 2016

Liverpool on the 22nd of March 2016





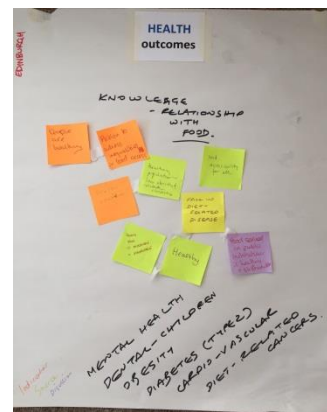
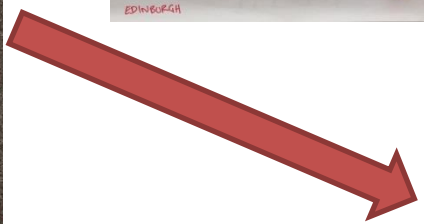
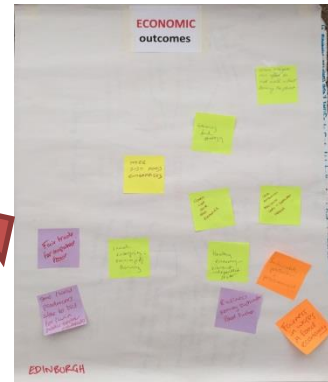
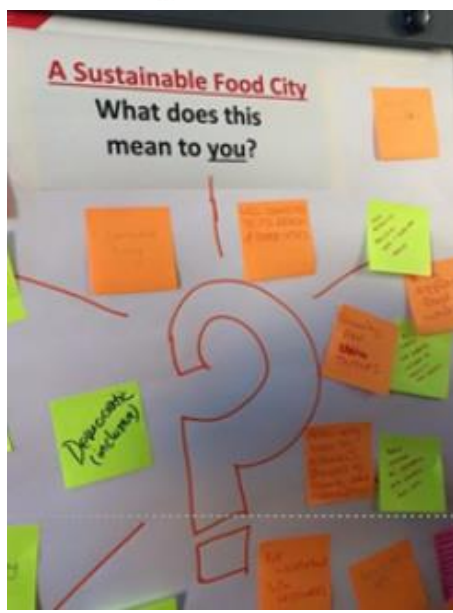
Basic definitions

Frameworks to develop indicators: theme-based and goal oriented

Goal	An overarching aim, e.g. heathy cities
Outcome	A state or position which is reached in order that the goal is achieved, e.g. Low incidence of diet-related illnesses.
Indicators	A measure of progress towards delivery of an outcome, that is, an increase/improvement/change in /movement in a relevant and measurable parameter; e.g. decrease in the number of diet-related illnesses



Defining goals and outcomes



SUSTAINABILITY Goals	GOVERNANCE	HEALTH	ECONOMY	ENVIRONMENT
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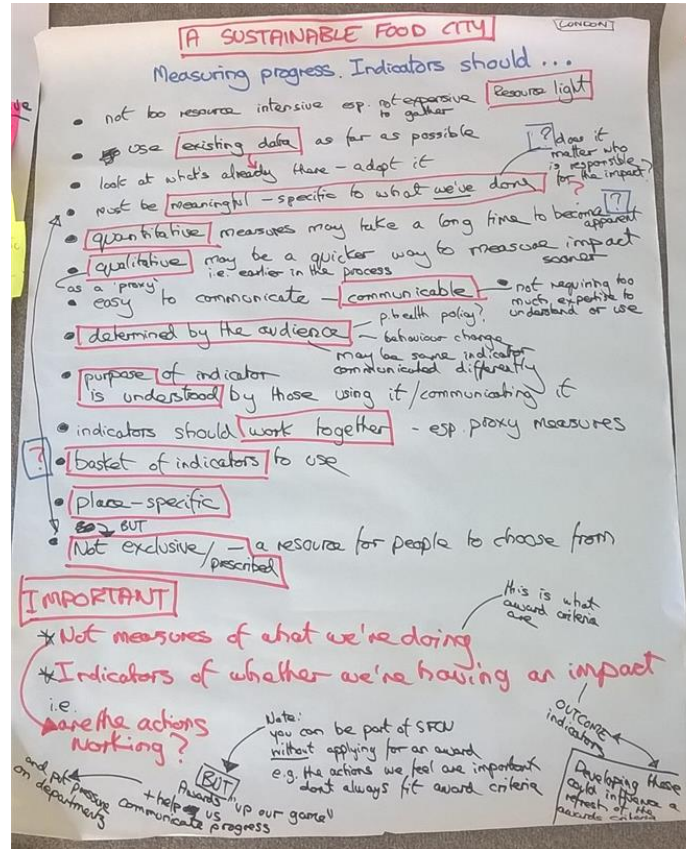




Indicators Criteria

SMART Criteria:

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound



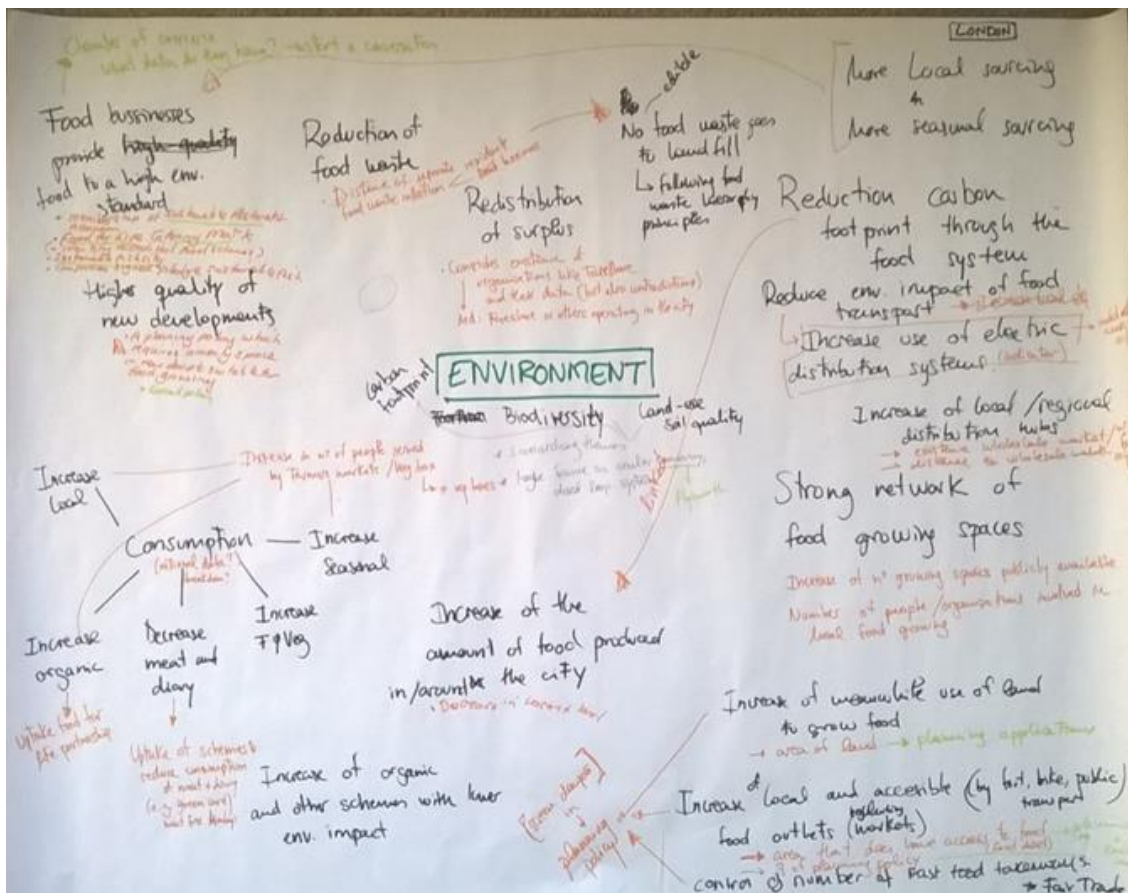


Indicators Criteria

Available	<ul style="list-style-type: none"> - easy to gather information - open source and shareable - using what's already there
Low cost	<ul style="list-style-type: none"> - resource-light in terms of time, people - inexpensive to collect (where appropriate) - recognise that some indicators will require investment and resources
Accessible	<ul style="list-style-type: none"> - easy to understand and communicate - meaningful to relevant audiences, especially decision-makers
Relevant & useful	<ul style="list-style-type: none"> - measuring things that actually have an impact – causality - measuring progress towards Sustainable Food City outcomes - measuring things that practically encourage positive change
Comparable	<ul style="list-style-type: none"> - capable of being compared between different places and at the same place at different times
Timed	<ul style="list-style-type: none"> - measurable regularly throughout the process - consistent in terms of the time period being measured - easy to repeat at different stages in the process
Credible	<ul style="list-style-type: none"> - reliable, robust, consistent and rigorously collected - transparent and with confidence in their validity - not based on assumptions
Collectively-generated	<ul style="list-style-type: none"> - collected and owned by programme participants i.e. not requiring external expertise (unless unavoidable)
Diverse	<ul style="list-style-type: none"> - a variety of different types of measures – a basket of options - both qualitative and quantitative - capable of being used in conjunction with each other – triangulation when specific or direct indicator is not found



Identifying indicators



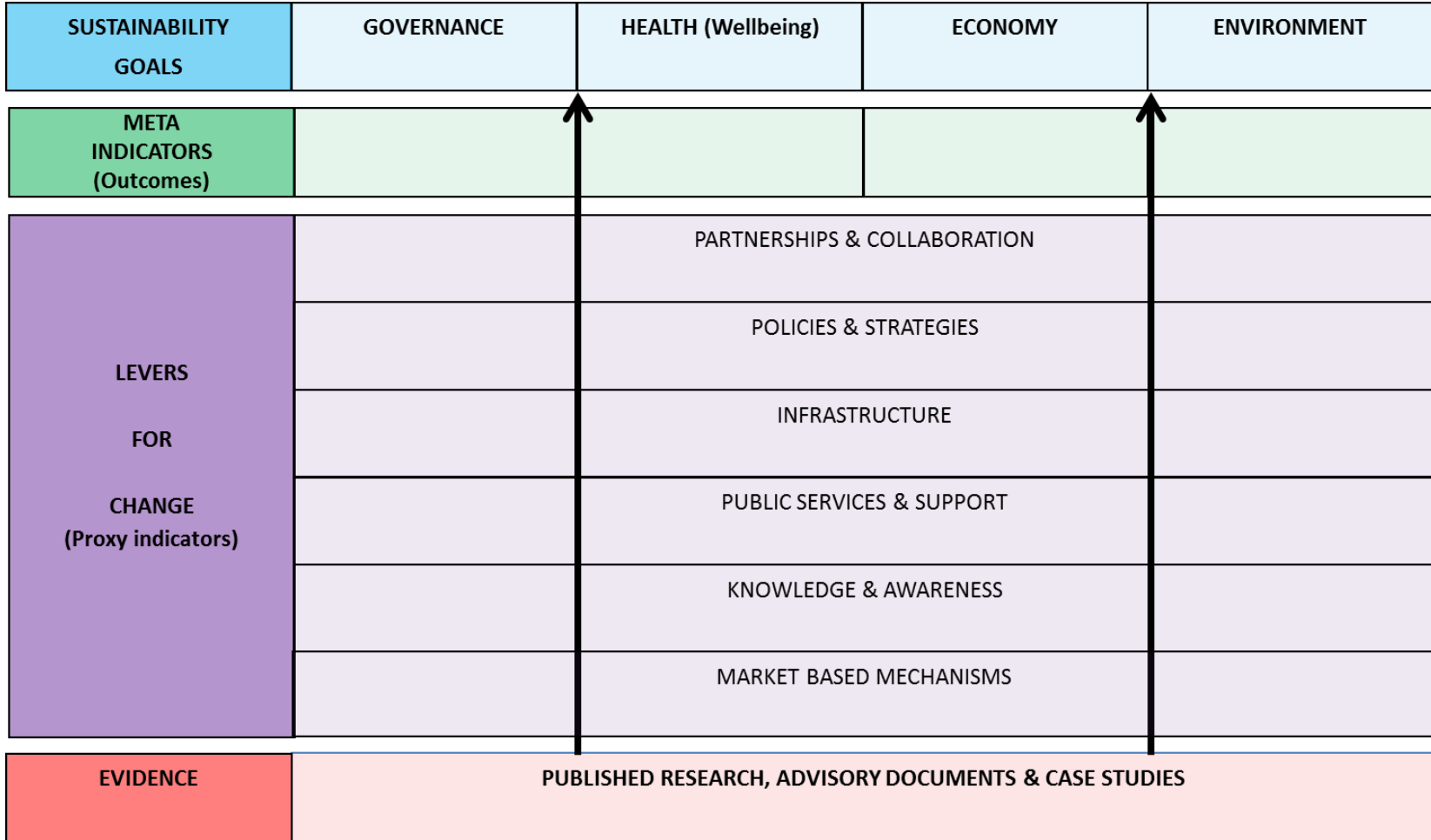


Selecting indicators



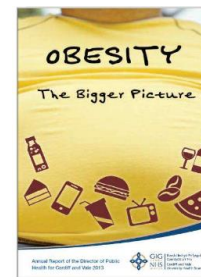
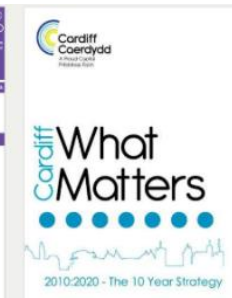


Building a framework





Application





Consultation

Ongoing:

- SFC network members
- Experts and practitioners from different organisations: city council, public health, WRAP, etc.
- International experts

Still open!

- a) *Do the **purpose and utility** of this document and its conceptual framework appear clearly? Do you consider it to be useful for your programmes/projects?*
- b) *Are there any meta indicators, activities, case studies or pieces of evidence missing?*

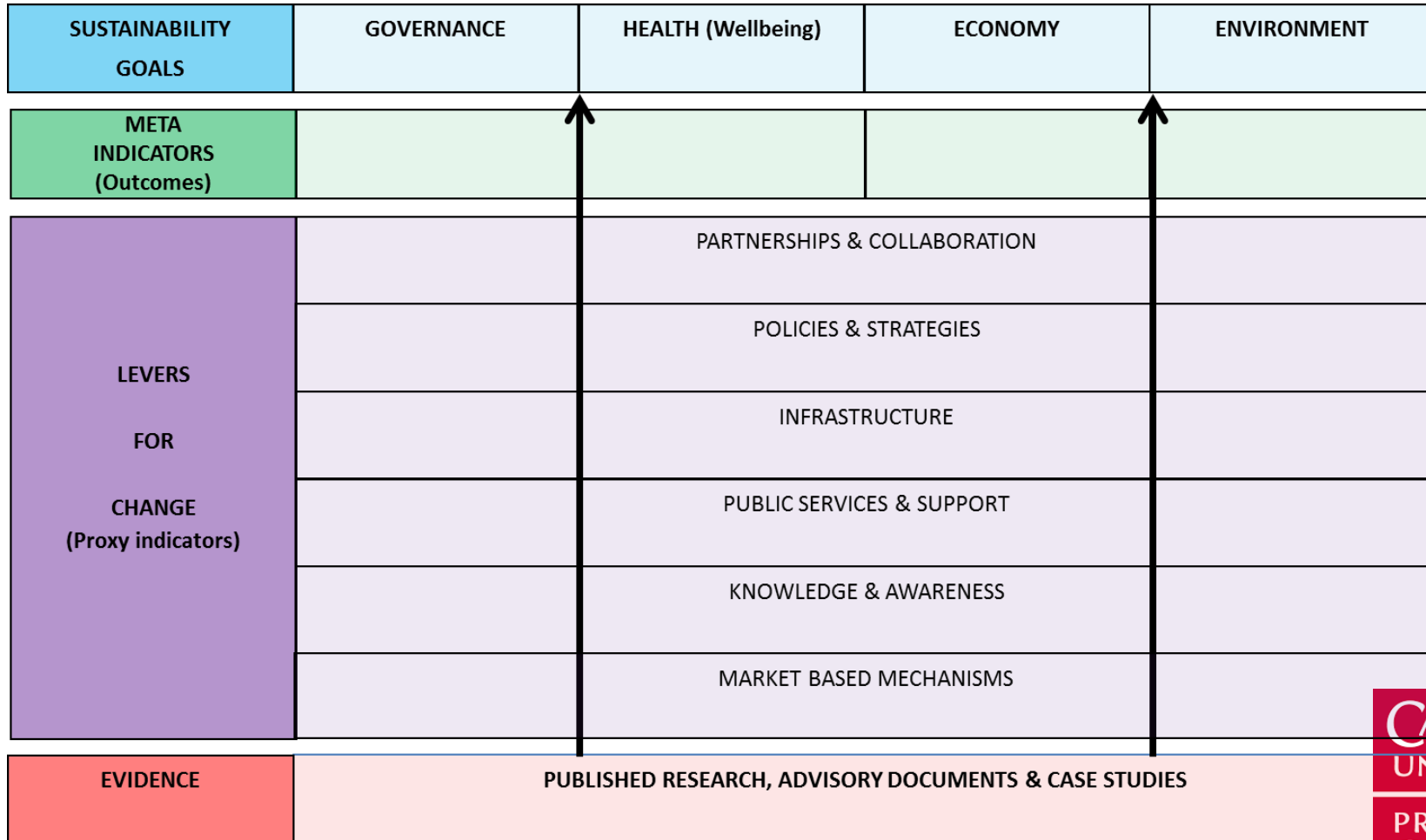


3 - Drilling into the details – how this toolbox works

Alizee Marceau



Conceptual framework



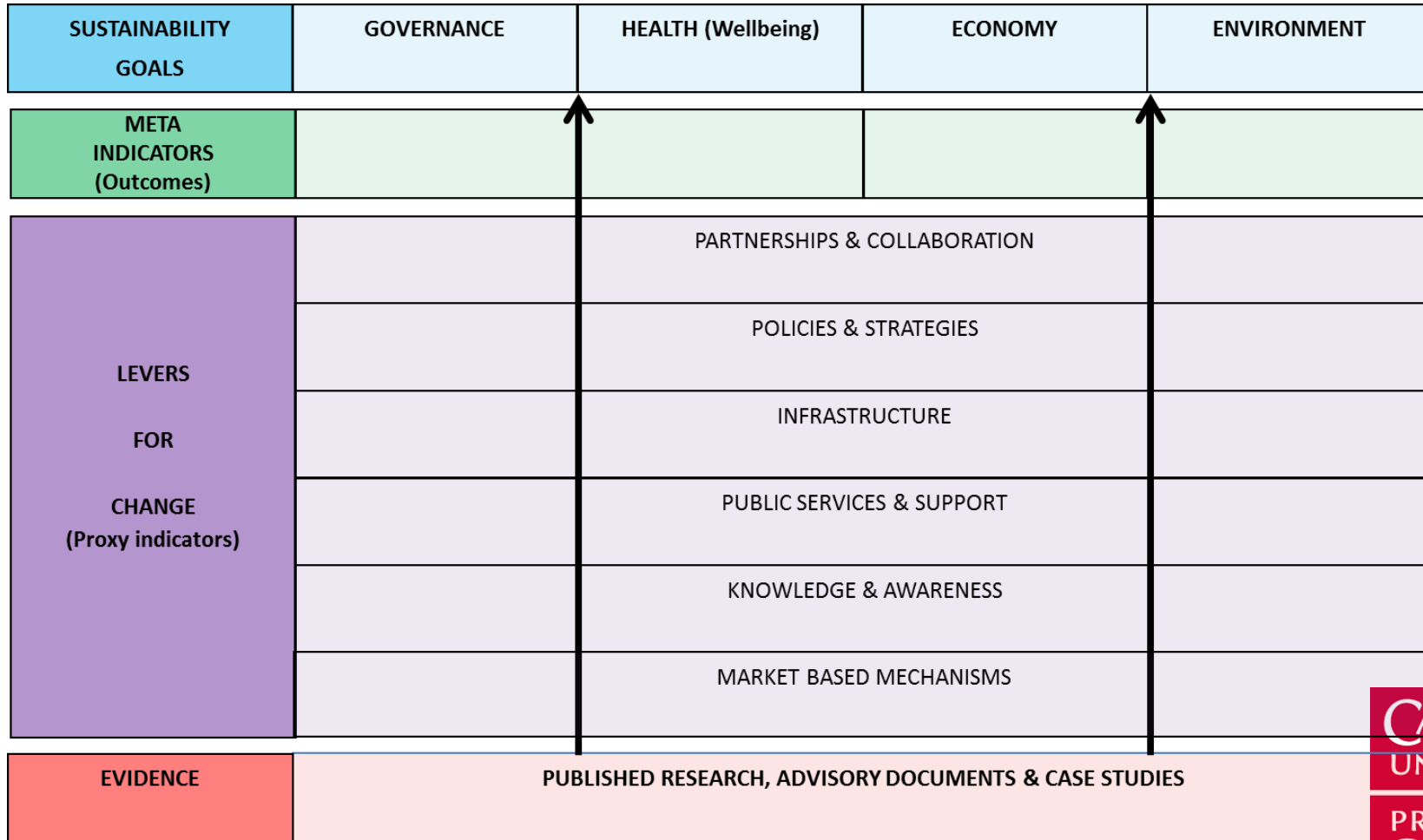


Goals

Dimension	Health	Economy	Environment
Goal	Improving physical and mental health and wellbeing by reducing food poverty; improving access to affordable healthy food; promoting healthy weight and healthy diets; and increasing participation in food related physical and social activity.	Creating new and sustainable jobs and businesses as part of a vibrant, culturally diverse and prosperous local food economy that provides fair and equitable economic benefits to all actors involved in both local and global supply chains.	Reducing the negative ecological and ethical impacts of the food system from production, processing and distribution to consumption and waste, including GHG emissions, soil and water degradation, biodiversity loss, waste and poor animal welfare.



Conceptual framework



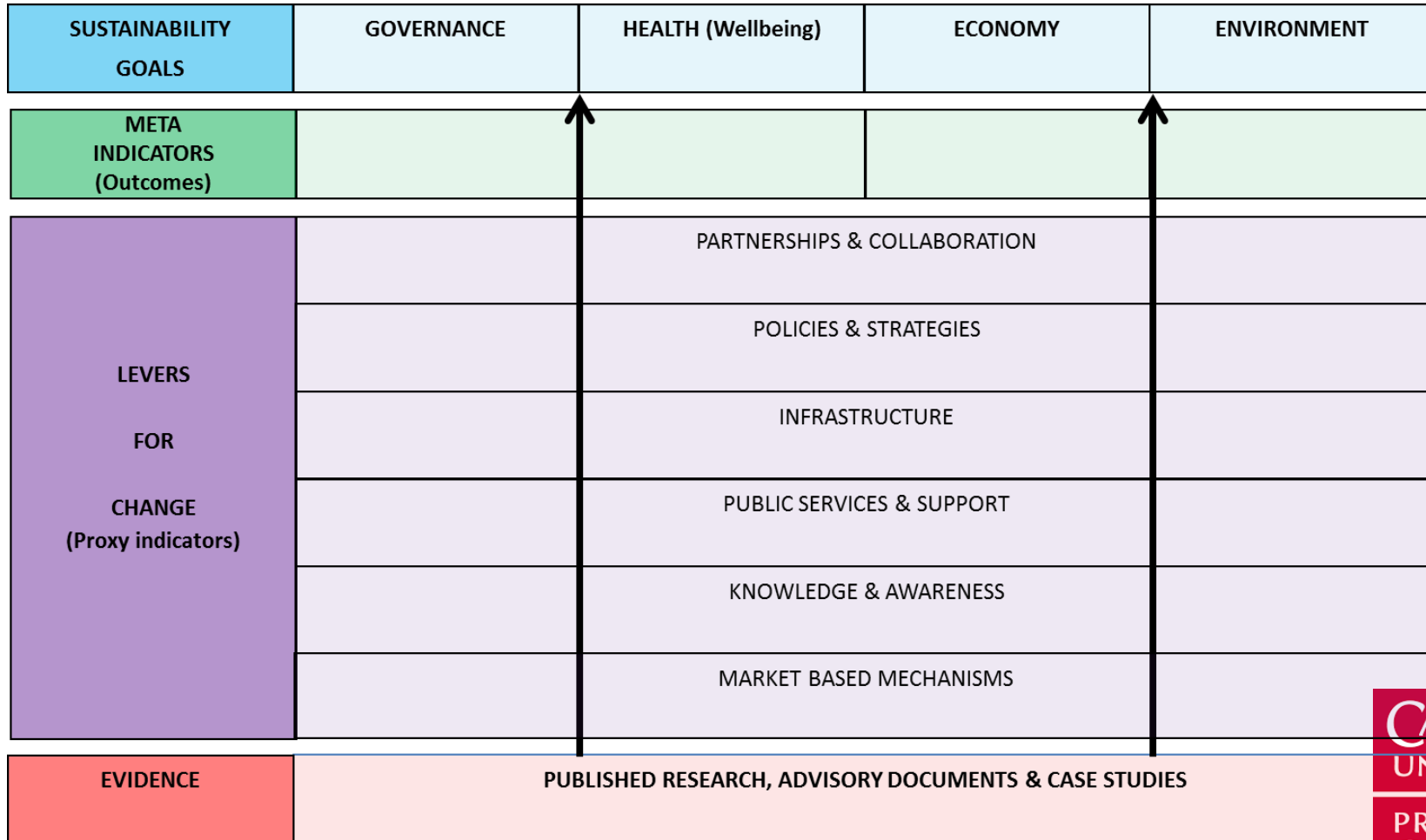


Meta-indicators

	Health	Economy	Environment
Outcomes (meta indicators)	<p>Decrease in the number of people requiring emergency food aid</p> <p>Decrease in the number of people overweight or obese</p> <p>Decrease in the number of people malnourished</p> <p>Decrease in the consumption of salt, sugar, fat and meat</p>	<p>Increase in the number of jobs in the local food economy</p> <p>Increase in the amount of money circulating in the local food economy</p> <p>Increase in gross value added within the local food economy</p> <p>Increase in the number of viable independent local food businesses</p>	<p>Decrease in food related greenhouse gas emissions (GHG)</p> <p>Decrease in the consumption of meat and meat-based products</p> <p>Decrease in the consumption of highly processed products</p> <p>Increase in the consumption of seasonal fruit and vegetables</p>



Conceptual framework



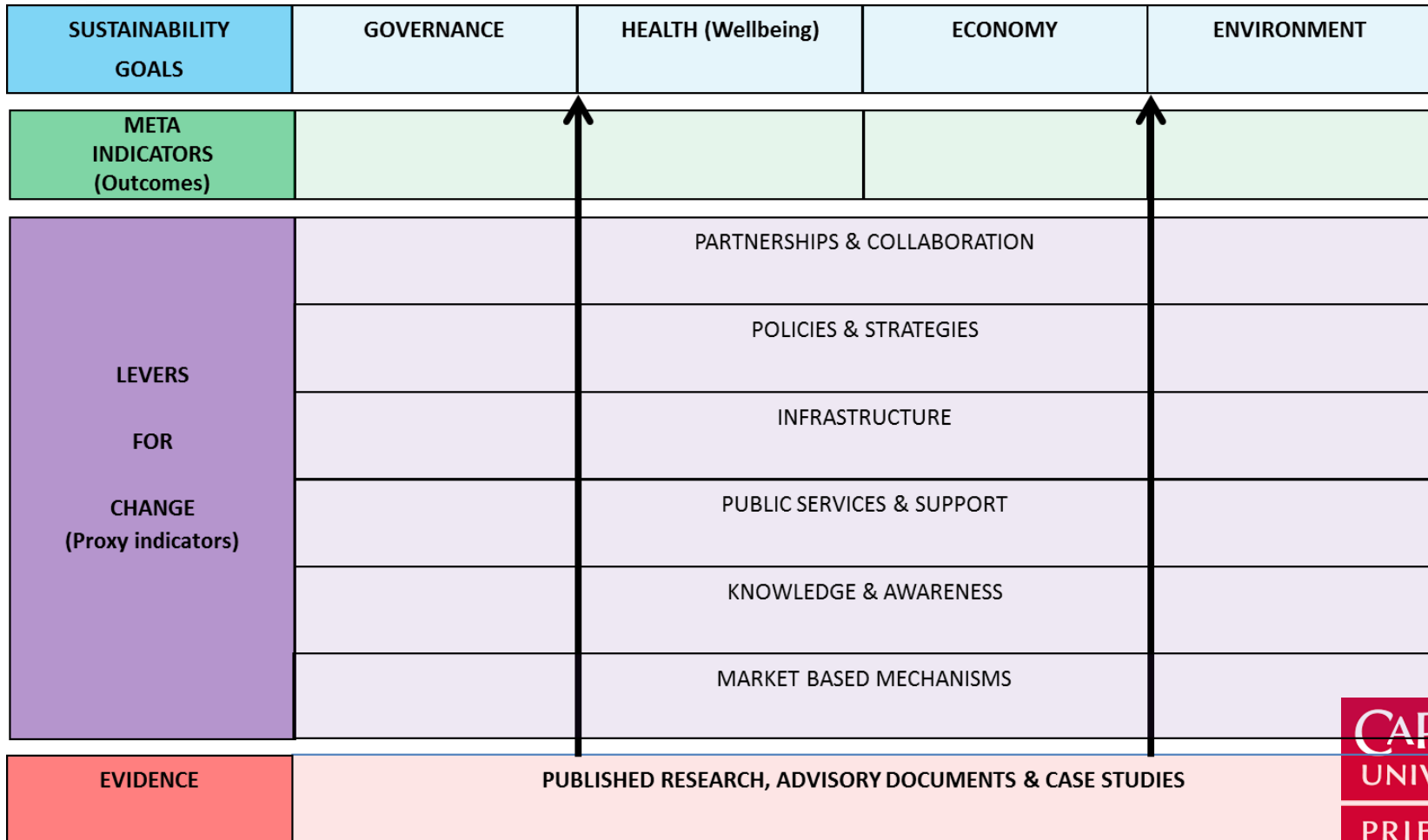


Levers for change

Dimension	Health	Economy	Environment
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Levers for Change (proxy indicators)			
Infrastructure & planning	The Council works to prevent the development of food deserts (where people cannot access affordable healthy food within 500m) and food swamps (where the high street is dominated by fast food outlets).	The Council maps redundant retail and brownfield sites and makes them available to new food enterprises, for example through use of meanwhile and special leases and business rates reductions and holidays.	The Council maps green and brownfield sites that could be used for food growing, composting and local food processing and distribution and makes them available to local communities.
	The Council/city protects and/or re-establishes vital local sustainable food infrastructure, such as Grade 1 and 2 agricultural land, local processing and wholesale businesses, food hubs and distribution networks.		



Conceptual framework





Evidence

Dimension	Health	Economy	Environment			
Goal	Improving physical and mental health and wellbeing by reducing food poverty; improving access to affordable healthy food; promoting healthy weight and healthy diets; and increasing participation in food related physical and social activity.	Creating new and sustainable jobs and businesses as part of a vibrant, culturally diverse and prosperous local food economy that provides fair and equitable economic benefits to all actors involved in both local and global supply chains.	Reducing the negative ecological and ethical impacts of the food system from production, processing and distribution to consumption and waste, including GHG emissions, soil and water degradation, biodiversity loss, waste and poor animal welfare.			
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	The Council/city protects and/or re-establishes vital local sustainable food infrastructure, such as Grade 1 and 2 agricultural land, local processing and wholesale businesses, food hubs and distribution networks.	30a CS18 CS19				





Evidence

1. Fabian Commission. October 2015. 'Hungry for Change. The final report of the Fabian Commission on Food and Poverty'. Fabian Society Report. 44 pages <http://www.fabians.org.uk/wp-content/uploads/2015/10/Hungry-for-Change-web-27.10.pdf>

1c The report recommends that 'Local authorities should establish food access plans that will identify any physical barriers to affordable, sustainable, nutritious food in their area and develop an action plan to overcome them. Local authorities should build on the work already being done by the Sustainable Food Cities Network to boost access to affordable, nutritious food in local areas.' It specifically looks at the need to address physical inabilities to access a sufficient quantity and quality of food' (p14) and the problem of 'fat swamps' in urban areas (p16).

7. Lawson Health Research Institute. "Children's nutrition linked to surrounding food environment" via website of *News Medical*. Accessed on 22nd June 2016 <http://www.news-medical.net/news/20160621/Childrene28099s-nutrition-linked-to-surrounding-food-environment.aspx>

7a The Canadian study using GPS technology 'showed that exposure to junk food outlets had a significant effect on a child's likelihood of making a junk food purchase' and that therefore 'bylaws and policies should be enacted that restrict the concentration of junk food outlets around schools.'



Case studies

CS13. [London Borough of Waltham Forest](#) has adopted Supplementary Planning Guidance to deny planning permission to new fast food outlets within 400 metres of schools.

CS14. [Leicester City Council](#) introduced a Street Trading Policy to prevent burger vans trading outside schools.



What we aim to achieve with this toolbox

Aim 1: For local food practitioners:

- to make the case for their local food programme
- to help plan and evaluate their work

Aim 2: For local authorities or commissioners:

- to have a robust and comprehensive collation of evidence showing the impact of local cross-sector sustainable food programmes



4 – Measuring impact: a work in progress

Dr. Ana Moragues Faus



Key considerations

- Bottom-up process:
 - Place-based
 - Tool for action
- Complexity
 - Measurements
 - Impact
 - Cities, municipalities are not contained entities





Moving forward

- Integration feedback and results from Bristol and Cardiff
- Link to different processes
- Communication
- Resources: citizen science
- Integrate diversity and lived experiences





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