



www.vegcities.org
sofia@sustainweb.org



Brighton & Hove
FOOD Partnership



food
Cardiff



**VEG
CITIES**



Aberdeen
**SUSTAINABLE
FOOD cities**
Network Member



 **Birmingham**
City Council

London Borough of
Redbridge 



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

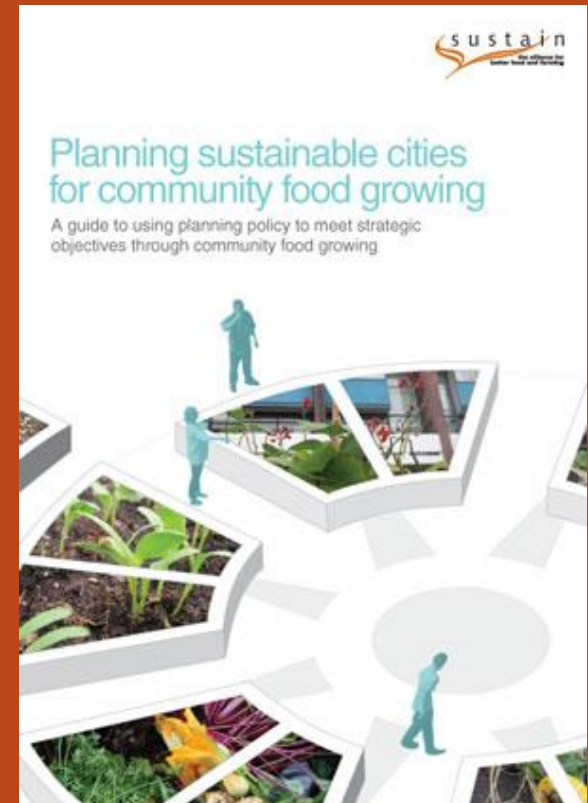


4 Support local businesses

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





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

[ABOUT](#)[GET INVOLVED](#)[WHAT'S HAPPENING](#)[SIGN IN](#)

JOIN VEG CITIES

Working together for more veg

We support schools, councils, food growing enterprises, businesses and other organisations to grown, 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



Raddish and Co 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 66.11 people

UPDATE



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

TELL ME MORE



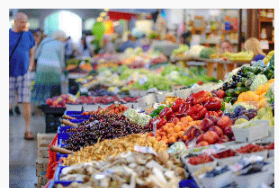
Improve access to those in most need
Increase the uptake of Healthy Start Vouchers, Rose Vouchers or through other local initiatives.

TELL ME MORE



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

TELL ME MORE



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

TELL ME MORE



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

TELL ME MORE



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](#)

Partners

Resources

T&C's



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

DOWNLOAD PDF

VEG CITIES presentation

Slides you may find useful when presenting the campaign to local partners

DOWNLOAD PPTX

Terms and Conditions

What you need to know ahead of start using the VEG CITIES name and brand

DOWNLOAD PDF

ARE YOU READY TO START?

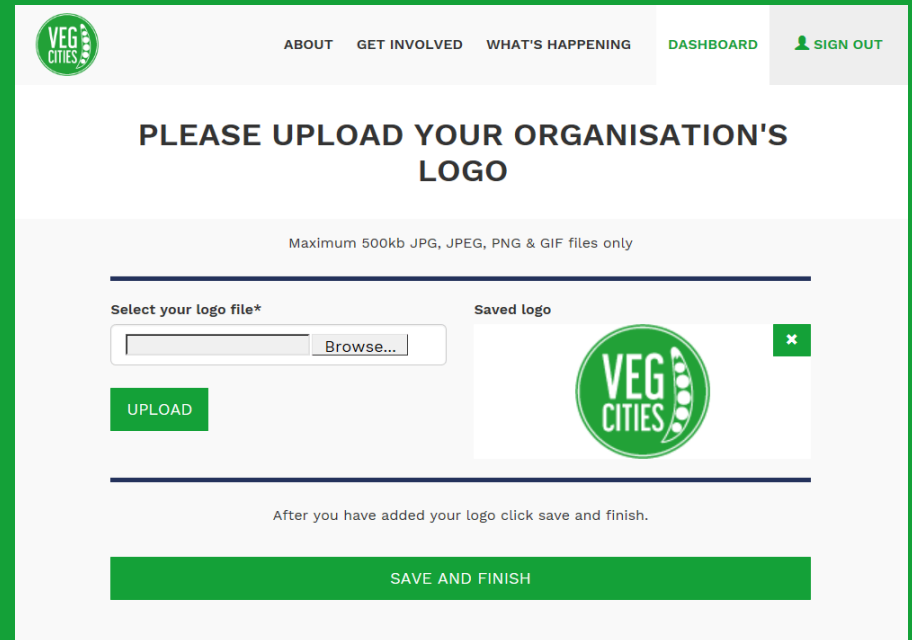
In the following steps we will ask you for some more details about your organisation, and your logo. Whoever is leading the local campaign we recommend you get the involvement of the local authority to increase the effectiveness of your campaign.

I have read and agree to the [Partner terms and conditions](#).

YES, LET'S GET STARTED

Partners

Upload logo



The screenshot shows a web interface for uploading a logo. At the top left is the VEG CITIES logo. The top navigation bar includes links for ABOUT, GET INVOLVED, WHAT'S HAPPENING, DASHBOARD, and SIGN OUT. The main heading reads "PLEASE UPLOAD YOUR ORGANISATION'S LOGO". Below this, a note states "Maximum 500kb JPG, JPEG, PNG & GIF files only". The interface is divided into two sections: "Select your logo file*" and "Saved logo". The "Select your logo file*" section contains a text input field, a "Browse..." button, and a green "UPLOAD" button. The "Saved logo" section displays a preview of the VEG CITIES logo with a close button (X). Below these sections, a message says "After you have added your logo click save and finish.", followed by a large green "SAVE AND FINISH" button.

VEG CITIES

ABOUT GET INVOLVED WHAT'S HAPPENING DASHBOARD SIGN OUT

PLEASE UPLOAD YOUR ORGANISATION'S LOGO

Maximum 500kb JPG, JPEG, PNG & GIF files only

Select your logo file*

Browse...

UPLOAD

Saved logo

VEG CITIES

After you have added your logo click save and finish.

SAVE AND FINISH

Partners Dashboard

VEG CITIES ABOUT GET INVOLVED WHAT'S HAPPENING DASHBOARD SIGN OUT

Redbridge, Waltham Forest Dashboard

Your participants: **3** | Action pledges: **1** | Pre-registrations: **1**

Participants Assets Volunteers Actions Users

ALL SECTORS ACTIVE IN PROGRESS FINISHED

| ORGANISATION | NAME | SECTOR | AREA | STATUS | ACTIONS | LAST LOGIN |
|--------------------|--------------|------------------|----------------|----------------|---------|------------|
| Raddish and Co | Gavin Dupee | Community groups | Waltham Forest | Active | 1 | 22/06/2018 |
| Growing Success | James Carrot | Education | Waltham Forest | Pre-registered | 0 | |
| Pea School Gardens | Jane Sparrow | Education | Waltham Forest | Active | 0 | 22/06/2018 |

RESEND PRE-REGISTRATION MESSAGE

Thanks for using our new platform, if you experience any problems or have ideas on how we can improve the platform for you please email us: sofia@sustainweb.org