

TASTING
the
FUTURE



A

COMMUNITY
of
PRACTITIONERS

WORKING
TOWARDS

A SUSTAINBLE
FOOD
FUTURE

OUR SUPPORTERS



PENNY WALKER



wastewatch

waste less. live more



GeoVation



HOW DO WE

CREATE

a

MOVEMENT

TOWARDS A SUSTAINABLE

FOOD FUTURE?

What's the need for Tasting the Future?

We are facing many interconnected challenges that left unresolved will cause much disruption to our food system. The way we consume food in the UK has transformed over the past decades. Global supply chains bring us a wide range of foods in all seasons, yet, this apparent abundance is contrasted with hunger here and abroad. Also, these chains

diet-linked degenerative diseases, such as diabetes, some cancers and heart disease². **Tasting the Future** is a community that works with practitioners who are already working towards a sustainable food future. We work from the perspective that in order to create a new food system, we need to create and learn together. Launched in June 2010, Tasting

There is no simple solution but there are many great experiments already happening in new ways of producing and consuming food that is good and healthy for people and planet.

are less ecologically resilient, at risk to disruption, less transparent, and often lack effective environmental oversight. The current Western diet is neither ecologically sustainable nor good for public health in the long term¹. In addition, the UK, and other Western countries, face an obesity crisis and an increase in many

the Future has attracted over 600 participants from food retail, food producers, NGOs, community groups, social enterprise and government. Our over-arching goal is one of a culture change, where the way we live creates systems that are life enhancing, including our food system. This is long-term work and WWF-UK, together with our partners the Hara Practice Collaborative, is committed to supporting Tasting the Future over the next five-years.

1. Lundqvist, J., de Fraiture, C., Molden, D., 2008. Saving Water: From Field to Fork – Curbing Losses and Wastage in the Food Chain. SIWI Policy Brief. SIWI. www.siw.org/documents/ Resources/ Policy_Briefs/PB_From_Filed_to_Fork_2008.pdf

2. Food Matters. Towards a Strategy for the 21st Century. The Strategy Unit, Cabinet Office, July 2008

The Purpose of Tasting The Future is to...



CONNECT

innovators in food, by bringing people together to share stories, ideas and inspiration. We aim to identify and share learning across projects, ideas and experiments for change in the food system. We believe learning cross-pollination and experimentation to be central to creating systemic shifts.



CULTIVATE

skills and capacities of people already creating a new food system to deepen and strengthen their work. We believe that personal transformation and increased consciousness is vital for long-term change. We aim to accelerate ideas and sustainable business models in food by connecting innovators to programmes of support.



CHANGE CONDITIONS

by influencing those who create the wider conditions for change, for example, in government, policy and in finance. We also seek to help innovators in food move towards a critical mass through increasing their interconnections, collaborations and capacities to lead.



How we work

Learn from Living Systems

if we see things as complex and interconnected, we are more able to tackle the whole as well as the parts.

Create a Culture of Sharing & Openness

we will share our learning and ideas so that together we can progress more quickly.

Learn , Experiment, & Take Risks

innovation requires us to make mistakes and collectively learn from them. We need to not be afraid to fail.

Not Knowing is an important starting point

the issues are so complex that there will be many answers, not one simple solution. In order to have the best chance of finding these answers, we need to collaborate with others on 'bigger than self' goals.

Dialogue is a way to Create Change & Movement

when people have generative conversations they can explore ideas and ask questions, rather than debate and hold positions.



'Planting out...is a creative and humble process, you're helping things along rather than controlling them. So ... sow more seed. Do it your way ... in the cheerful certainty that there's no right way at all. Whatever works for you is right. Above all be prepared to get it wrong. Failure is the key to success.'
- Monty Don, *Gardener's World* (February 2012)



Our Harvest Cycle

We work with people who are ready to connect, learn and share their skills and knowledge about creating a sustainable food future. We aim to support what is growing rather than prove why it should be growing in the first place; the evidence is already there. There is so much experimentation already happening towards a sustainable food system; our role is not to catalyse new ideas but to cultivate existing ideas and support them as they grow.

ASSEMBLIES

Twice a year, we hold large-scale events, which bring together innovators in food to connect, exchange ideas, learn and inspire each other.

KNOWLEDGE SHARING

We host knowledge sharing and story telling seminars to share knowledge and expertise across the community on topical issues such as biodiversity and food, behaviour change and systems thinking.

INCUBATION

We connect people to programmes of support for innovators and entrepreneurs, and partner with organisations that host and deliver support programmes that accelerate alternative business models that connect people, planet and profit.

SKILL SHARING

We host skill sharing workshops where we invite members of the community to share skills, tools and techniques that will support the application and the delivery of projects and ideas.

ON-LINE PRESENCE

We host an online platform for the Tasting the Future community, which currently has over 450 members. Participants use this platform to share information and post reports, videos and events. In addition, we have a Facebook Community page and a Twitter following.

Spring 2009 · Started to explore the need for Tasting the Future

June 2009 · Sweden publishes climate-friendly food guidelines

Autumn 2009 · Exploring evidence for change in the food system

January 2010 · UK government launches Food 2030

Spring 2010 · Building partnerships for Tasting the Future

June 2010 · First assembly: testing the need

July 2010 · Launch online community

September 2010 · Stewards workshop

November 2010 · Denmark applies a 'junk food tax'

December 2010 · First innovation meetings

January 2011 · Launch of Hugh's Fish Fight

January 2011 · Publication of WWF's Live Well report

February 2011 · Second assembly: building on innovation domains

March 2011 · Innovation meetings

June 2011 · Mapping food workshop

July 2011 · Biodiversity and food workshop

July 2011 · UnLtd* Future launch

August 2011 · Hugh's Eat More Veg campaign begins

September 2011 · Friends of Tasting the Future workshop

November 2011 · Third assembly: connecting innovations

Where Change Is Happening

At our first assembly, participants collectively identified where change is most needed to shift our food system towards sustainability. These are the innovation domains they identified:

New Business Models

One Planet Diet

National Conversation

Changing Consumption

Changing Cultural Norms

Consuming Better

Reducing Food Waste

Supply Chain Innovation



'...food is more than itself. It is not everything, but it is touched by almost everything: memory, weather, dirt, hunger, chemistry, the universe... It is identity, and culture, and history. It is science, and nature, and botany. It is the earth. It is our family, our philosophy, our past. It is the most important matter in our lives... It is transcendent.'

- Bill Buford, from his introduction to 'The Philosophy of Taste' by J.A. Brillat-Savarin, 2011 edition.



Building on these innovation domains, a number of Tasting the Future-supported innovations and independent associated innovations now form part of the Tasting the Future community:



HACKNEY CITY FARMS

A city farm in the London Borough of Hackney, established in 1984 as a community resource and to give the people, particularly young people, of the borough experience of animals.



UNLTD* FUTURE

A programme of support for social entrepreneurs who are creating alternative business models that connect people, planet and profit. It is a collaboration between UnLtd*, Shirlaws Coaching, Tasting the Future and the Finance Innovation Lab.



LIVE WELL

A WWF-led project that asks 'what does a sustainable diet look like?' It also provides ideas and practical guidance for people interested in pursuing a sustainable diet.



TRUE COST OF FOOD

An ADAS-led research project that explores the concept of pricing food in a way that reflects the impacts that its consumption and production imposes on society, communities and the environment.



MAPPING FOOD PROJECTS

Led by Geovation, this project is testing the appetite and potential for using mapping tools to support local food initiatives.



BARRIERS TO COLLABORATION

A research piece that looks at the barriers to retail and corporate collaboration and how they may be overcome.



CITY FARMERS

An innovation that uses mapping to increase access to, and connect people with food projects in inner city areas.



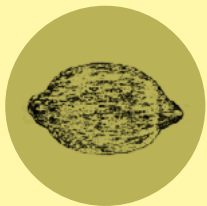
BIODIVERSITY AND FOOD

An innovation led by Green Growth International, ADAS and WWF to develop a Biodiversity Impact Quantification standard to measure the impact of food business on biodiversity.



WEST LEXHAM

A developing community hub and education centre in rural Norfolk that is an example of a systemic approach to sustainability.



INFLUENCING POLICY

A research piece that asks what might be the collective influencing power of people and organisations innovating in food and how could that influence be supported?



SUSTAINATION

An innovation that makes it easy and profitable for food businesses to find each other, talk, and trade. Enables small businesses to create local and regional food networks which have the efficiency to compete whilst creating livelihoods and preserving regional identity.



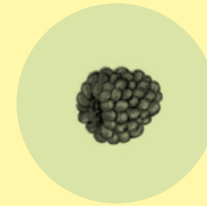
RE-CONNECTING PEOPLE WITH FOOD

Led by Waste Watch as a key strategic focus of their work to re-connect people with food through practical action in communities.



BUY ONE, SHARE ONE™

This sustainable, ethical spin on Buy One, Get One Free, sees cost and profit shared through the supply chain creating shared value. An innovation of The People Who Share, Buy One, Share One™ will address two pressing issues – food poverty and food waste.



FOOD HUBS

An innovation to explore the wider application of Food Hubs as a way to support sustainable food markets.



COMMON CAUSE

A research and innovation area to explore how values represent our guiding principles: our broadest motivations, influencing the attitudes we hold and how we act.

People

We are very grateful to everyone who has contributed to the growth and development of Tasting the Future. We look forward to continuing the collaboration!

We have been joined by a number of different organisations and individuals to deliver this work to whom we are very grateful. These include: Maria Scordialos, Sarah Whiteley and Vanessa Reid, The Living Wholeness Institute; Mark Ainsbury, Greater London Authority's Food Team; Vanessa Sturman, ADAS; Rob Moore, Behaviour Change; Chris Parker, Ordnance Survey's Geovation; Oscar Westra van Holthe and Manuel Sturm, ModelMinds; Luke Concannon; Hendrik



Tiesinga, Natural Innovation; Tim Merri, Myrgan Inc; Stephanie Ward and Tim Burns, Waste Watch; Alan Hunt, Newcastle University; Gustavo Montes de Oca, Hackney City Farm; Penny Walker; Adam Faruk, Changing Consciousness; Adrian Jevans, VISION Culture; Janice Astbury, University of Manchester; Helen Steer and Peter Boyce, City Farmers.; Thanks to Tina Santiago, Patrick Keenan & Matt Keenan for the creative inspiration and design behind this publication.

We want to work with people who are developing the seeds of a new food system. WWF-UK is hosting the process underpinning Tasting the Future in partnership with the Hara Practice Collaborative. Please get in touch with us if you want to know more.

Hara Practice Collaborative

Linda and Simone are part of the Hara Practice Collaborative, which brings experience of social innovation, participatory approaches and collaborative leadership that create impactful systemic change. Their practice is mainly based on the experience of the global Art of Hosting network and the Living Wholeness Practice and includes incubation and facilitation of urban and rural social innovation spaces, communities of practice and change with different sectors and around the world.



The Core Team



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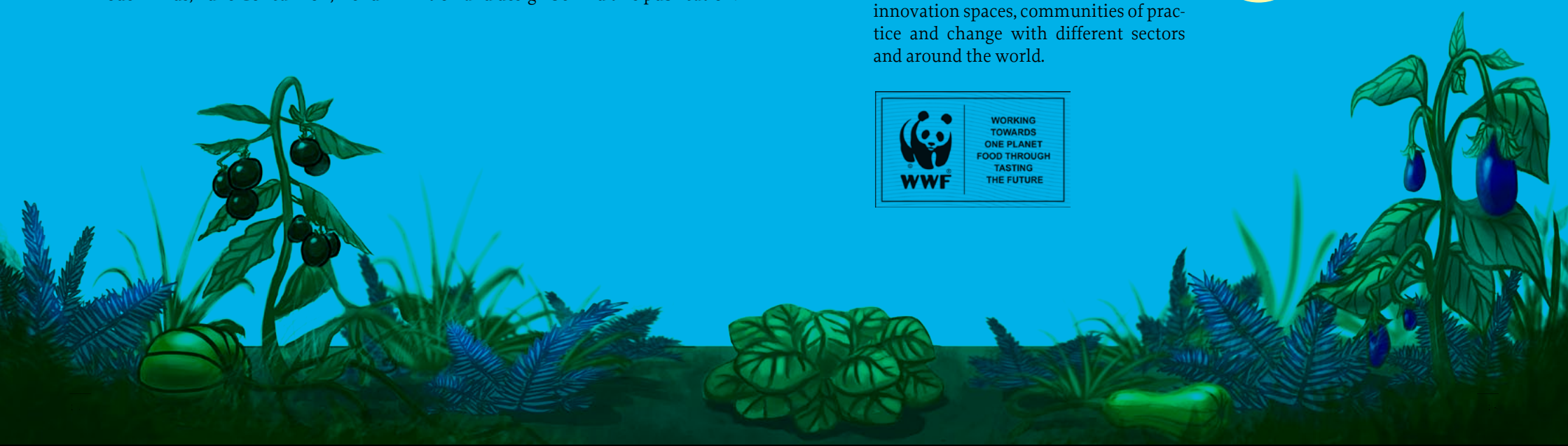
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Stay in touch

GETTING INVOLVED

Join the Tasting the Future community via assemblies, learning seminars and innovation groups. To keep up to date with the latest activities, join our online community at www.tastingthefuture.ning.com

BECOME A SUPPORTER

We are always very grateful of offers of help such as resources, time, meeting spaces, expertise, knowledge etc for Tasting the Future and/or the innovation groups. This helps expand the collaboration and sharing at the heart of Tasting the Future. Please contact niamh@tastingthefuture.org.uk

