

Food Learning Forum: lessons to date

This workbook summarises the key learnings from the Food Learning Forum workshops.

What can the food movement learn from behavioural insights?

Behavioural insights is an approach that uses evidence about behaviour to develop practical ideas that can improve people's lives and the environment. Our behaviour is highly context-dependent and may not reflect our attitudes. Preferences can also be influenced by the context in which we're making decisions. Behavioural insights tools include:

- **Making it the default option** – Defaulting people to a plant-based meal at event registration will likely result in greater uptake than if given an either/or option
- **Timely moments** – Using moments when new habits are being formed, such as encouraging new students arriving at university to cook healthier meals, to help it become engrained
- **Framing** – emphasising flavour and taste and avoiding terms that insinuate you're missing out on something such as 'meat-free'
- **Incentives** – Only including healthy, sustainable options in deals
- **Social norms** – Publicising behaviour change so people feel like they're part of a trend
- **Integrate, don't segregate** – Integrate healthier options on menus so they're not seen as different
- **Double nudges** – Take approaches that nudge at both an individual and policy level. The sugar levy is an example because companies reformulated their drinks to reduce the sugar content and avoid the tax. Simultaneously, customers are encouraged to avoid drinks with higher sugar contents because they cost more.

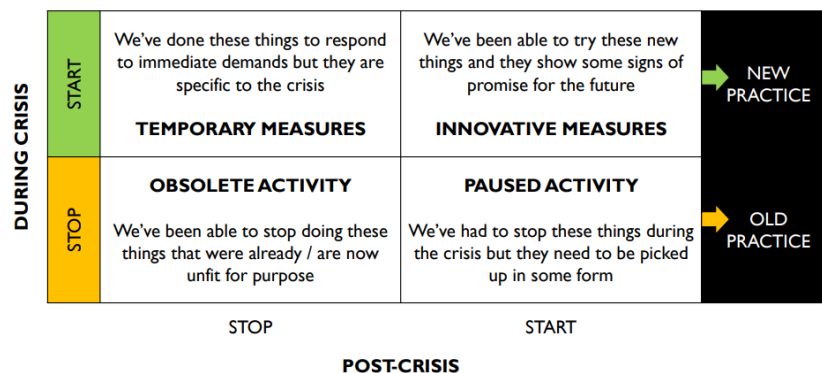
[Hear more about this approach in this webinar.](#)

Understanding crisis-response measures

The [RSA's sense making tool](#) is designed to assess and track what changes in a crisis and has extra value when completed collectively as a team or sector. The tool uses the following 5 steps:

- **Scan:** Explore how actions, behaviour, structures and beliefs are changing. Ask the following questions:
 - What crisis response measures have you or others put in place?
 - What activities or measures have you had to stop doing as a response to Covid-19?
- **Evaluate:** Understanding your impact on people and measures (e.g. demand, quality, efficiency etc)

- **Map:** Map your findings on this matrix to decipher what should start and stop going forward
- **Track:** Continue evaluating these to understand impact
- **Respond:** Repeat the process of scan, evaluate and map to continue reflective learning and effective delivery.



Other questions you can consider when completing this tool are:

- What are we learning about business-as-usual activities?
- What unexpected consequences or changes are we noticing?
- How are you working or operating differently?
- What else might you want to do differently after the pandemic?

Equality, diversity and inclusion

Why is it so hard to talk about race?

This session with Brap offered a space for members to discuss barriers to talking about race and ways to work together to overcome these and continue the conversation. There was discussion about the need to take risks and learn from these rather than avoiding the conversation altogether. Acknowledgement we should share lessons and conversation across the sector to learn from each other and hold each other accountable if needed. Agreement that we have a role to play in ensuring structural racism and inequality are more visible. We don't necessarily have the answers now, but it requires self-reflection and dedicated time to work through.

Ingredients for creating a more inclusive team

Forum members shared their progress on improving recruitment practices to create a more diverse, equal and inclusive staff team. This included:

- **Improving the application and interview process** – Through tools such as [hireful](#), blind shortlisting, application forms, gender neutral language, two-stage interview processes, mixed gender interview panels, written and verbal interview questions to support neurodiversity, interviews offered as timeslots, practical interviews models e.g. giving a workshop if that will be a key part of the role
- **Providing team training** - In the form of unconscious bias training, lunch and learn lessons, specific sessions for staff to share their lived experience on all areas of equality
- **Diversifying the Board** - Through targeted recruitment and the creation of role shares to overcome some of the barriers to entry that can exist on boards.

A values-based approach to communicating climate change

The Common Cause Foundation showed us how a values-based approach to communications can help make the climate and nature emergency matter to everyone. [See this toolkit](#) for more information.

Our communications as charities often use framing and values from existing discussion to highlight our causes rather than setting our own values. To be value setters we need to understand how our campaigns resonate with each other and steer our audience to values on that basis. The [Schwartz values map](#) can help us do that by grouping values according to how closely people relate to them. These values can be used in the following ways:

- **The see saw effect** – If a person’s attention is drawn to values on one side of the map, the importance they place on values on the other side of the map change – temporarily often.
- **The bleed over effect** – If a person’s attention is drawn to a value, the importance they place on the values that are closest increases. This can also be thought of as a ripple effect.
- **The benevolence pivot** – Using one value to pivot to others, for example [UKIP](#) used this image in their EU campaign which engages with benevolence arguments then pivots to security values focused on tradition. Another example is [mums4refugees](#) that connects you as mothers or people who have mothers then pivots to human rights.

Community organising in the food movement

Community organising is about building the capacity, motivation and agency of a community and getting other people involved that can also reflect their priorities and desires. At its core, organising should include: Listening to communities and working out who the communities you want to listen to are; Relationships and trust, as with this comes collective power and collective decision making so we can do more things together; And a culture of co-creation that provides a positive, inclusive environment for shared power. Organising is different to mobilising which often introduces a pre-defined project or campaign and therefore engages a self-selecting population.

There are a number of community organising tools you can use in your work:

- **Sharing our stories** - Helps translate your values into action and tell the story of how you came to be doing this work and taking the action
- **1:1** - A meeting to find a connection with someone and explore how you could collaborate
- **Community mapping** - Helps you find people to organise with that might be work with you to achieve the change you want to make, or a change that you identify together
- **Stepping stones** - This tool helps to sequence organising work by identifying your end goal and working backwards to identify what you need to do to achieve that end result

See [the workshop slides](#) for more information on community organising.

Movement building in the food and farming sector

The Social Change Agency introduced us to the concept of movement building. Defining a movement as a group of people who come together to advance an idea; Coordinated activities that work toward a shared objective; Or a societal shift where people change the way they think and act. To help understand movements and ensure we are building them to be as effective as can be, the Social Change Agency have created the [movement building canvas](#). This explores:

- **Your people** – Who is part of your movement?
- **Your impact** – What is the change that is going to happen because of your movement?
- **Movement identity** – Who are you and what do you stand for?
- **Movement journey** – Where are you taking people?
- **Movement enablers** - What do you need to get going and stay moving?

See [the canvas in action](#) being used to build a picture of the current food movement from the workshop.