

## Real Bread Campaign ambassadors

This document outlines the role of Real Bread Campaign ambassador.

### The organisation

The Real Bread Campaign is run by UK-based charity Sustain: the alliance for better food and farming. [The Campaign defines Real Bread](#) as made without additives. From this simple and universally-accessible starting point, our mission is finding and sharing ways to make bread better for us, better for our communities and better for the planet. We work towards a future in which everyone has the chance to choose Real Bread. You can find out more here: [www.sustainweb.org/realbread/ourwork](http://www.sustainweb.org/realbread/ourwork)

### Our supporters

Rather than being a membership organisation, the Campaign is an initiative that has supporters. Collectively their annual financial contributions are the main source of income that allows the charity to keep running it. Supporters are drawn from our wider network of friends who have opted into receiving free email updates from us and/or follow us on social media.

### The role

We encourage *all* Real Bread Campaign supporters to fly the flag for not only Real Bread but also our charity's beliefs, values and work.

Our official ambassadors are visible and vocal champions who are willing and able to wave the flag harder and higher. Our key considerations when choosing ambassadors are:

- Passion.
- Communication.
- Expertise, skills, knowledge.
- Diversity and representation.

### Passion

Each Campaign ambassador should:

- Broadly share and support our beliefs, values, aims and activities.
- Have the ability to inspire people.
- Make the role their own, embedding it in their communication around Real Bread.

### Communication

We choose people who are willing and able to:

- Use whatever platform/means they have to promote Campaign activities, encouraging people to participate.
- Encourage people to join us or otherwise support our charity's work.
- Share knowledge about the various known and potential benefits of different ways of producing Real Bread\*\*, making clear what is: proven fact and what deserves further investigation, be that conclusion from evidence-based research, personal experience, or belief/opinion/speculation.
- Feed knowledge, observation and informed opinion back into the Campaign's work.

Ambassadors are asked to publicise the fact that they hold the position wherever and whenever possible.

\*For example: Social media, traditional media interviews, writing articles, speaking at events and (if applicable) to their customers, running classes and/or demonstrations, visual media, sign language, within any community groups they belong to...

\*\*From seed to sandwich – grain selection, growing, milling, bread making and distribution.

## **Expertise, skills, knowledge**

Each ambassador should have knowledge, skills, expertise (or a combination of these) in one or more areas relevant to our aims and work. They will usually be experts by experience, but might also have had formal training, in areas such as: Grain research and growing, milling, home baking, health and nutrition, social or community enterprise, mental health and therapeutic baking, running a microbakery, running or working in a professional bakery. Some ambassadors will also be invited to join the Campaign's advisory working party and/or sub-groups that focus on specific areas of our work.

## **Diversity and representation**

People of every age, nationality, colour, sex, sexual orientation, gender identity, ethnic heritage, (dis)ability, neurological status, religion, social and economic background, who speak every language worldwide, enjoy Real Bread and are involved in its rise around the world. We work to help more people feel empowered to be part of this movement and welcome to join the Campaign.

While it is not possible for a small group of people to fully represent this wide diversity, we're aiming for a group of ambassadors who collectively embody a spread of the characteristics, expertise, and knowledge of the people in our existing network. Though our message (and some of our initiatives) are global, we a UK-based charity working mainly in the UK and the location of many of our ambassadors will reflect this.

We do not tolerate language or actions of a racist, sexist, homophobic, transphobic, xenophobic or other prejudiced or hateful nature by our staff members or volunteers, including our official ambassadors.

## **Commitment**

We will ask each of our ambassadors to promote specific Campaign activities at intervals throughout the year. Ambassadors can do this in whatever ways fit in with their preferred method(s) of communication and other commitments. There is no fixed expectation of how many hours a week or days a year each ambassador will spend performing the role.

We also ask our ambassadors to attend the majority of the three to four ambassador meetings (mostly virtual/video) each year. To account for availability (eg working hours and time zones) we will involve ambassadors in scheduling these.

We expect to review the Real Bread Campaign ambassador role every two or three years. We hope that each ambassador can fulfil the role until the next review.

This is an honorary, voluntary role. We respect that family, work and life in general come first. If either the ambassador or Campaign coordinator feels that things are not working out, we will discuss how to move forward. There might be other ways to engage with, and help promote, the Campaign that are more suitable.

## **Mutual benefit**

We will create opportunities for ambassadors to benefit from our platform, help shape and direct the Campaign's activities, and encourage them to use and create beneficial opportunities that the role makes possible. For example, we will:

- Run articles profiling our ambassadors.

- Invite ambassadors to tell their stories, promote their events/news, share their knowledge and air their opinions via our website, magazine, social media and other channels.
- Publicise ambassadors' participation in our activities and initiatives, and/or quote them in media releases.
- Explore opportunities to run events/activities in partnership with ambassadors.
- Help make introductions, both within the ambassador group and with other people in the Real Bread Campaign / Sustain network.

We will also invite ambassadors to be involved in decision making and planning activity. Ambassadors with knowledge/expertise in specific areas may also be invited to join our advisory working party and/or sub-groups.

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[www.realbreadcampaign.org](http://www.realbreadcampaign.org)