



Education and Culture
Lifelong learning programme
LEONARDO DA VINCI



Sustainability as a key-competence of professional cooks: status quo and qualification requirements in education and training.

DRAFT OF A EUROPEAN MARKETING AND DISSEMINATION CONCEPT FOR TRAININGS IN SUSTAINABLE COOKING

Leonardo da Vinci Partnership Project 2010-2012

DRAFT OF A EUROPEAN MARKETING AND DISSEMINATION CONCEPT FOR TRAININGS IN SUSTAINABLE COOKING

THE ANALYSIS

During the project a study on national education and training facilities and qualifications requirements for cooks and managers was conducted in the different partner countries and branches of catering.

The purpose of conducting the study was:

- To find out what cooks already know about sustainability.
- To decide what further sustainability knowledge cooks need.
- To identify the target groups for dissemination purposes.

The outcomes of the joint analysis of training needs and opportunities have been used to create this draft of marketing and dissemination concept.

It is evident from our research that a common understanding of how to implement climate protection and sustainability goals in an organizationally and economically efficient manner in the fields of procurement and kitchen management does not currently exist in the gastronomy sector. Also these issues hardly seem to play a role in the formal education and training of chefs and kitchen managers. Despite its relevance, there is a lack of standards for "sustainable food offers", which could be applied across the EU. There is an evident and urgent need for additional qualifications and training in this area.

TARGET GROUPS

In order to create as much impact and reach as wide audience as possible, the following target groups were selected for the marketing and dissemination activities:

- teachers and managers at formal vocational training institutions
- current and future cooks/chefs and managers in private gastronomy sector
- current and future cooks/chefs and managers in public gastronomy sector

OBJECTIVE

First step: To disseminate the results of the Partnership project "Sustainability as a key-competence of professional cooks: status quo and qualification requirements in education and training"

Second step: To create educational scheme which will give the gastronomy industry key competences to achieve sustainable future by means of a range of training packages and qualifications in sustainable cooking.

STRATEGY

We have created a dissemination plan to initiate and promote European cooperation between vocational training institutions, gastronomy, tourism and communal kitchens for the development, dissemination and implementation of training modules and key competences on sustainability.

Our strategy to access the different target groups has been adapted to the specific situation in the different countries and sectors (see below Dissemination plan). We base the strategy on the relationships and deep involvement of the project partners in the various markets, be it by their role as market actors or by their function as an established teaching/training institution.

For each country a list of target groups and appropriate dissemination activities have been created.

Apart from our cooperation and exchanges with teaching and training institutions, we intend to co-operate with market actors, particularly in the public catering segment.

ARGUMENTS FOR IMPLEMENTATION OF SUSTAINABILITY

For people working in gastronomy, tourism and communal catering, appropriate sustainability training modules and concepts would complement existing training regimes and would improve career prospects and mobility as well as delivering significant sustainability benefits.

The needs analyses found out there is a need for education in sustainability matters in all countries. The knowledge is important but there is a lack of educational and methodological resources and tools.

Arguments according to target groups:

Why would I need to adopt “sustainability principles in my kitchen/organization/school/institution:

Vocational training bodies and schools

- a. improve the chance of our trainees on the labor market
- b. improve image of our school
- c. improve our chances to attract new students

School directors, teachers, school caterers

- a. parents demand/expect healthy food for their children
- b. it is an easy way how to include the topic of sustainability into the curricula
- c. improve the chance of our students to get employed in the most advanced businesses
- d. we can teach students how to be more efficient

Chefs:

- a. Because my customers want it/expect it
- b. Because it gives me a competitive advantage
- c. Because I will be more efficient
- d. Some of the best chefs are already doing it

Restaurant owner:

- a. I will run my kitchen/restaurant in a more efficient way
- b. I will save money

Public Authorities:

- a. Because it creates better local prosperity, employment, economic development
- b. “Locality, terroir” – increase the benefits to local businesses
- c. It saves CO2 reductions in food supply chain

Professional associations:

- a. We are supporting the “gold standard” in the industry
- b. Because our members demand it
- c. We can improve image of the whole industry

Universities

- a. it gives us a competitive edge
- b. it gives us an idea how to be innovative
- c. it gives our sustainability department a great means how to deliver our sustainability agenda

Local and regional tourism authorities

- a. it creates positive image of our region
- b. it creates a point of difference
- c. it helps to create a desire among tourist to visit our place

Celebrity chefs:

- b. gives me another competitive edge in my show

MARKETING TOOLS TO ACHIEVE OUR OBJECTIVE

In order to make sustainability a key and publicly recognized aspect of good cooking and catering, we suggest to use following marketing tools and activities:

Tools:

1. Create advocates for the issues
2. Present at conferences and trade fairs
3. Write articles about the topic, communicate with the media
4. Use internet sites and social media to disseminate
5. Explain our agenda and objectives at personal meetings

Style:

1. Simple arguments: "Great food that does not cost the world"
2. Focus on demand side: "How to create an environment in which all cooks want it and in which the authorities and associations are willing to provide it."
3. Show successful examples and best practice

DISSEMINATION PLAN



Dissemination plan for AUSTRIA

1. Introduction

In Austria we will focus on all the mentioned target groups: Future Cooks, Cooks, Teachers and Future Teachers. Gutessen consulting is not a formal educational institution, so it will not directly run courses. But we will work with partners in formal education field, touristic colleges as well as authorities and organisations responsible for public catering and for educating teachers, to disseminate the results of the Partnership project.

The public catering sector in Austria has already a relative high amount of organic in purchasing and needs cooks with competences in the different fields of sustainability. In gastronomy the demand on sustainability skilled cooks has to be generated first.

Gutessen consulting also provides advisory and marketing services and education for public institutions and companies in sustainability practices in their culinary. The definition und standards developed in the project, are used.

Additionally ORA has already presented the project to stakeholders from different EU-countries involved in organic production or/and catering.

2. Dissemination Activities - Overview

Target group	Partner	Action/ Content	Time
Cooks and Managers of public kitchen in Vienna	ÖKOKAUF Wien (city of Vienna)	The major achievements of the project has already been presented to the manager of Ökokauf. A talk to a larger group of Stakeholders, responsible for ecology in purchasing in the city of Vienna is already planned. Together with that group special schemes for cooks in public kitchen of Vienna is going to be discussed (scheduled for summer 2012)	ongoing
Cooks and Managers	Green Job Agency of Austria	The project has already been presented to the manager of the Green Job Agency. Together with the Green Job Agency we are planning a Feasibility Study on the demand for	ongoing

		sustainable skills in gastronomy and touristics with stake holders in this fields.	
Cooks and managers of public kitchens in Lower Austria	NÖ Landesakademie (organization responsible for further education of people working in public catering in Lower Austria)	Upgrade training "sustainable cooking" 5 blocked courses (á 2 days) Parts of the course can be implemented as an e-learning-module.	planned
Cooks and managers of school kitchens	12 school kitchens belonging to Federal Ministry of Agriculture	Upgrade training "sustainable cooking" 4 blocked courses (1-2 days)	planned
Cooks and managers	Private cooks/gastronomy associations e.g. Association of Cooks (Verband der Köche Österreichs), Wirtshauskultur, BÖG- Beste Österreichische Gastlichkeit	Upgrade trainings for specific issues of "sustainable cooking" blocked courses (á 1-2 days)	planned
Future cooks	Touristic colleges We plan to start with 2 of them, in cooperation with WKO (Austrian Chamber of Commerce)	Upgrade training "sustainable cooking" for students and alumnis 5 blocked courses (á 2 days). Part of the course can be implemented as an e-learning-module.	planned
Teachers	Teachers from agricultural secondary schools (in Cooperation with Federal Ministry of Agriculture/ LFI, University of Agrarian and Environmental Pedagogy (HAUP))	The major achievements of the project has already been presented to the person responsible for futher education for teachers of the University of Agrarian and Envionmental Pedagogy. Train the trainer-courses for specific issues of "sustainable cooking" blocked courses (á 1-2 days)	ongoing

Teachers	Teachers from colleges and secondary schools agriculture, food-industry, tourism and gastronomy (e.g. in Cooperation with University of Education)	Train the trainer-courses for specific issues of “sustainable cooking” blocked courses (à 1-2 days) in summer	planned
Stakeholders involved in organic production or/and catering	Biofach-Fair 2012, Nürnberg, Germany	Presentation of the project plus oral information of numerous stakeholders from different EU-countries	done in February 2012
Stakeholders involved in organic production/marketing	Agria-Fair 2012, Plovdiv, Bulgaria	Presentation of the project on the Organic Food Marketing Conference plus oral information in meetings with several organic stakeholders of Bulgaria (emphasis of BG-participation)	done in March 2012
Stakeholders involved in organic production/marketing	Organic Marketing Forum 2012, Warsaw, Poland	Presentation of the project plus oral information in meetings with several stakeholders of different countries	done in May 2012
interested public		presentation of the project on the website of gutessen consulting and ORA	done

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1. Introduction

In order to fulfill this task the IOM – Vocational Training Center will focus on following target groups:

- Future Cooks;
- Cooks;
- Local Public Administrations;
- Companies of the agro-food sector;
- Teachers;
- Future Teachers.

In a very near time we will inform Cooks' Associations and Chambers of Commerce. We are going to prepare presentation showing the project tasks and will get acquainted all these institutions with the main project outcomes. In Blagoevgrad these are: *Labor Agency, Organization of Hotel Owners, Council of Tourism, Chamber of Commerce* which are normally involved in public catering.

A large target group are *Vocational Secondary Schools* which profile is cooking. Our institution maintain a narrow connection with *Vocational Secondary School for Design and Cooking in Blagoevgrad* and with *Vocational Secondary School for Agriculture in Sandanski*. After meeting pupils in such a Vocational School they organized a workshop under the motto “Healthful Breakfast”.

During the Conference on 18th of October 2012, organized by the *Higher School of Agribusiness and Rural Development* in Plovdiv there will be a section dedicated to sustainable cooking where the main outcomes of the project – principles, standards of sustainable cooking will be popularized. This is a good possibility to involve teachers and future teachers in cooking in this subject, because graduates from this university and *The University of Food Technologies* in Plovdiv usually become teachers in Vocational schools of cooking.

2. Dissemination Activities - Overview

Target group	Partner	Action/Content	Time
Future Cooks	Vocational College of Economic and Management in Blagoevgrad; Vocational College of Business Administration in Sofia; Vocational School for Agriculture in Sandanski; Vocational Secondary School for Design and Cooking – Blagoevgrad.	Practical Workshop with students in the Secondary School for cooks – “How to Prepare Healthful Breakfast”	Already done; Planned to provide permanently
Cooks	Bulgarian Association of Professional Chefs; Agency of Labor in Sofia and Blagoevgrad;	Project Presentation	Planned at short term
Local Public Administrations	Organization of Hotel Owners – Blagoevgrad; Council of Tourism – Blagoevgrad; Bulgarian Chamber of Commerce	Project Presentation	Planned at short term
Companies of the agro and food sector	“Moravska village”; Bread producing companies in Blagoevgrad; Milk producing companies in Blagoevgrad	Project Presentation	Planned at medium term
Teachers and Future Teachers	University of Food Technologies-Plovdiv; University of Agribusiness and Rural Development - Plovdiv	Presentation of the project outcomes in time of the Conference in October 2012	Planned at medium term

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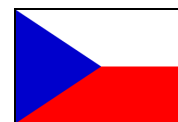
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1. Introduction

ECEAT will focus on the following target groups: managers of hotels, restaurants and public catering. ECEAT is not a formal educational institution, so it will not directly run courses. But it will work with partners in formal education field to disseminate the results of the Partnership project.

ECEAT, European Centre for Ecology and Tourism, is an organization focused on sustainable development and tourism with a special attention to rural areas. Since 1994 ECEAT develops and runs its "ECEAT QUALITY LABEL" (www.eceat.org) as the sustainability based evaluation scheme for tourism services. Catering criteria are part of the quality label, so ECEAT will use the Definition and Standards developed during the project to further increase the awareness and information of its partners in the subject.

ECEAT will also present the definitions and standards to institutions involved in formal vocational training, the national training institutions and stakeholders of vocational training and all relevant national hotel and gastronomy associations.

The dissemination of the results will also be carried out by information and personal meetings with stakeholders in the professional educational area with the goal to integrate the Standards into the curricula of their training institutions.

ECEAT also provides advisory and marketing services and education for entrepreneurs in sustainability practices, especially in tourism. In 2008-2010 period ECEAT has been implementing the "Heritage Trails project" (www.stezky-dedictvi.cz) focused on regional gastronomy. ECEAT will therefore disseminate the project results towards professional cooks, working in restaurants, which are members of the Heritage Trails project.

Also, ECEAT will disseminate the Definition and Standards to the Brno University and various secondary schools teachers.

2. Dissemination Activities - Overview

Target group	Partner	Action/ Content	Time
All target groups	ECEAT	Information on its web page	done
managers of hotels, restaurants	ECEAT	Inform its partners in the "ECEAT QUALITY LABEL"; present project results at conferences; share information during advisory services.	planned
managers of public catering	ECEAT	Present the project outcome during conferences	planned
Managers and teachers at training institutions	ECEAT	Inform about project results and opportunities at personal meetings	planned
managers of hotels, restaurants	ECEAT	Implement the project results in the criteria of its Heritage Trails project	planned

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1. Introduction

We will focus on the following target groups for dissemination of sustainable cooking: Cooks, Future Cooks and Teachers/Future Teachers.

Sustainability is already to a certain extent integrated in the educational plans and goals in the Danish vocational schools for education and training and in the Danish offers for further education for cooks etc (see appendix).

To increase the sustainability awareness, and make sure that the existing offers covers all possible and needed sustainability aspects and demands; we will disseminate the project results to partners in the formal educational field.

We will present the project results to our colleagues at “The Danish Meat Trade College” – a vocational school for education and training, which also offers and develop national wide courses of further education for e.g. cooks. Further we will present the results to the vocational comities of each education, to “The Ministry of Children and Education” and to “The National Centre for the Development of Vocational Education and Training”, who is responsible for education of teachers within the vocational school system. We have already been in dialogue with some teachers who have outpointed a potential need for further sustainability knowledge and awareness among teachers at vocational schools.

The Danish government has ecology on the program. A national goal is to obtain at least 60% organic in the public catering by 2020. The public catering sector in Denmark will therefore increase their demand for cooks with competences within ecology. In gastronomy the demand on sustainability skilled cooks is less existing at the moment. Educating future cooks and teachers could be a way to increase focus and an upcoming interest and demand for sustainability cooking.

2. Dissemination Activities - Overview

Target group	Partner	Action/ Content	Time
Cooks, caterers, nutrition assistants and smøerrebrosjønner (SMJ)	The Danish Meat Trade College (AMU)	Presentation of project standards and definitions. Discuss the need for development of supplementary courses for further education within sustainability.	planned
Cooks, caterers, nutrition assistants and smøerrebrosjønner (SMJ)	The Ministry of Children and Education (AMU)	Presentation of project standards and definitions. Present the possible need for supplementary courses for further education.	planned (in cooperation with The Danish Meat Trade College if needed)
Future cooks, caterers, nutrition assistants and smøerrebrosjønner (SMJ)	The vocational committees	Presentation of project standards and definitions. Discuss the need for increasing educational goals within sustainability. Discuss the need for development of supplementary teaching material for students and alumnus.	planned
Teachers/future teachers	Teachers from secondary vocational schools	Presentation of project standards and definitions. Discuss the need for further material for teachers within sustainability	ongoing
Teachers/future teachers	The National Centre for the Development of Vocational Education and Training	Present the teachers possible need for further material along with the project standards and definitions. If needed new material development in cooperation.	planned (if needed)

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1. Introduction

In Germany we will focus on cooks with work experience in restaurants and canteens, cooks, kitchen staff and kitchen leaders of schools and kindergartens. Another target group are future cooks and house keepers that are doing their apprenticeship and students from universities of applied science.

Some courses will be organised by Ökomarkt e.V. others will be organised in cooperation with different partners: Here we work with the universities of applied science, with the schools for cooks and house keepers and with a number of private institutes that offer vocational training for cooks with work experience.

In schools and kindergartens in Germany organic food is already used and the demand for a sustainable use of energy and waste is seen by the administrative bodies of schools and kindergartens. In gastronomy the demand on sustainability skilled cooks has to be generated first, but there are a lot of good restaurants who cover aspects of the idea of sustainable cooking. These restaurants can be used as “good practice partners”.

The Ökomarkt e.V. is partner of two different federal wide networks of NGOS and institutions that organise vocational training for cooks and especially for organic and sustainable cooks. These networks are supported by the German federal ministry of nutrition, agriculture and consumer protection. Meetings with the partners of these networks will be used to discuss and spread the results of this project.

2. Dissemination Activities - Overview

Target group	Partner	Action/ Content	Time
Kitchen staff from schools and kindergartens	Institute for teachers education and the governing body of kindergartens Several “good practice” schools and kindergartens that serve organic food to the children	6 workshops in 2012 and 6 Workshops in 2013 with theoretical and practical training on sustainable cooking	Ongoing
Cooks and Managers from restaurants and business canteens	FiBL Germany - scientific services to organic agriculture Several “good practice” restaurants that cover at least one aspect of sustainable cooking	3 Workshops in 2012 with theoretical and practical training on sustainable cooking	Ongoing

Students from the university of applied science	University of applied science Hamburg University of applied science Münster	Upgrade training “sustainable cooking” 4 hours/week over a period of three month Project with theory and cooking	Planned
Future cooks	Vocational training colleges in Hamburg	Training hours on sustainable cooking during the apprenticeship	Planned
Teachers form so called “climate schools” and “environment schools” in Hamburg (approx. 50 schools)	Institute for teachers education	Lecture on how to implement aspects of the “sustainable cooking project “ (e.G. organic food, waste management..) in school to reduce the Co2-production of the school	2 Lectures in Feb. 2012 and May 2012, ongoing
Cooks and managers	Private cooks/gastronomy associations (DEHOGA, ERFA Kreis Hamburg)	Presentation of the project in one of their network meetings	Planned
Stakeholders involved in organic cooking and NGOS who offer vocational training for cooks	Federal wide study group “Bio kann jeder!” organized and supported by the German ministry of agriculture	Presentation of the project in the study group and discussions of the results of the project	June 2012
Stakeholders involved in organic cooking and NGOS who offer vocational training for cooks	Federal wide study group “organic cooks” organized by FIBL Germany and supported by the German ministry of agriculture	Presentation of the project plus oral information in meetings with several stakeholders of different countries	Planned in Okt. 2012
Stakeholders involved in organic cooking and NGOS	Biofach-Fair 2012, Nürnberg, Germany	oral information of numerous German stakeholders	done in February 2012
interested public		presentation of the project on website of Ökomarkt e.V.	Done

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Dissemination plan for ITALY



1. Introduction

We focus on different target groups: Future Cooks, Cooks, Local Public Administrations, Companies of the agro-food sector, Teachers and Future Teachers.

We firstly prefer to sensitize Cooks' Associations and Chambers of Commerce, together with some Universities as well as Local Authorities, especially at Municipality level, normally involved in public catering.

We will try to involve organic associations and certification bodies because someone already worked out certification programs for bio-restaurants.

We constantly present training courses' applications for European Social Fund in our Region (Marche) regarding cooking of typical agro-food products: in these projects, we include modules devoted to sustainability of cooking.

2. Dissemination Activities - Overview

Target group	Partner	Action/ Content	Time
Organic Associations	Federbio	Project presentation	Planned at short term
Organic Associations	AIAB	Project presentation	Planned at short term
Chamber of Commerce	Chamber of Commerce, Rome	Project presentation	Done (Feb. 2012)
Chamber of Commerce	Chamber of Commerce, Ancona	Project presentation	Planned at short term
Municipalities	Senigallia, Ancona, Rome	Project presentation	Planned at short term
Associations of Cooks	FIC (Italian Cooks' Federation)	Project presentation	Ongoing
Universities	Enogastronomy University of Bra	Project presentation	Planned at short term
Associations for Food Sustainability	Slow Food	Project presentation	Planned at short term
Companies	Fileni Group	Project presentation	Done (May 2012)
Teachers	Hotellery and Tourism institutes	Project presentation	Planned at medium term
Future Cooks	ESF funded courses	Project design and application	Ongoing activities
Cooks	ESF funded courses	Project design and application	Ongoing activities

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1. Introduction

We will focus on main target groups: cooks, managers in private and public sector, teachers and lecturers, future cooks. Our aim is to make process of preparing food more sustainable, so we have to educate cooks, their teachers and decision makers as managers.

For some target groups we will prepare a short presentation of a project, with a final question if they would like to send their cook/chef or teacher on a short education about sustainability in cooking if it would exist (or that we will prepare in the future).

In this way we can get first feedback about the project and generate interest for our courses (which will be developed in second project).

Partners would like to know why are we presenting the project to them, so I think it's better to present it with a reason to get the answer about the interest in educating sustainability in cooking than just to present it.

There are some organizations in Slovenia (Institute for Sustainable development, Faculty for agriculture and bio systemic sciences, some hotels, individuals) which already educate about sustainability in process of producing food and preparing food. They have activities in schools, kindergartens and also for different types of cooks.

We will inform organic associations and certification body (Kon - cert), they already worked out certification programs for bio-restaurants in public sector.

2. Dissemination Activities - Overview

Target group	Partner	Action/ Content	Time
cooks	Chamber of commerce, Association of cooks	short presentation of a project, meeting	planned
cooks	organic associations and certification body (Kon - cert)	short presentation of project, is there an interest in further education in sustainability	planned
cooks	our students and alumni of catering	short presentation of project, is there an interest in further education in sustainability	done
cooks + managers in private sector	some hotels, restaurants, SPA we know	short presentation of project, is there an interest in further education in sustainability	planned
cooks + managers in public sector	some kindergartens, schools, elderly homes	short presentation of project, is there an interest in further education in sustainability	planned

future cooks: teachers + headmasters	secondary schools	short presentation via e mail, is there an interest in further education in sustainability	planned
future cooks, teachers	lecturers in college for catering and tourism in ERUDIO (they work on contract in ERUDIO, and are employed in other secondary schools)	presentation of project, is there an interest in further education in sustainability	done
	Faculty for biological sciences and statistics, Maribor	presentation of project, project aims, is there an interest in further education in sustainability	planned
	institute for sustainable development	presentation of project - meeting	planned
lecturers in ERUDIO	lecturers in high school for sustainable development (they work on contract in ERUDIO, and are employed in other fields inside tourism, catering)	presentation of project, project aims, is there an interest in further education in sustainability	done
other interested public		presentation of a project in web site	done
other interested public		article in one or two magazines (Turizem)	planned at the end of the project

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1. Introduction

The Soil Association does not deliver formal education or have strong links with educational establishments. We are, however, one of a number of national food-related NGOs working through a variety of partnerships and mechanisms to promote great sustainability throughout the food chain. As well as making these partner organisations fully aware of both the issues and opportunities related to sustainability training for cooks presented by this programme, we will also communicate this to key educational network multiplier and governing bodies in the UK. Furthermore, we will ensure that the benefits and lessons of the programme are made available to other relevant food-related programmes in the UK, including:

- The Food for Life Partnership, which includes cooking lessons for pupils and is currently working to transform food culture in more than 4,500 schools in England.
- The Catering Mark, which requires caterers to provide continuous professional development and is currently producing more than 100 million meals each year.
- The Sustainable Restaurants Association, which is helping restaurants to improve against all aspects of sustainability.
- The Sustainable Food Cities Network, which is supporting towns and cities across the UK to take a holistic and integrated approach to food, health and sustainability.

It should be noted that current levels of knowledge and awareness of health and sustainability issues is extremely low among the majority of cooks, particularly those working in mass catering. Effective wider dissemination will therefore require an extensive programme of general awareness raising that is currently beyond the scope of this project but could very usefully be incorporated into a follow up programme.

2. Dissemination Activities - Overview

Target group	Partner	Action/ Content	Time
Food-related NGOs	For example: • Sustain • Foods Matters • Focus on Food • Jamie Oliver Foundation • River Cottage • Jeanette Orrey	Present project, outcomes and publications to each of the partners and discuss how it could be incorporated into their cooking related programmes and with their respective networks	By end 2012
Cooking education multipliers	For example: • QCA • Crossfield	As above	By end 2012
Relevant national food programmes	Food for Life Partnership	Present programme to Food for Life Partnership Board and discuss what elements could be incorporated into the current cooking strand of that programme and links to relevant web pages.	By end 2012
	Catering Mark	Work with Catering Mark staff to explore how to disseminate the sustainability training for cooks standards and definitions through participating caterers.	By end 2012
	Sustainable Restaurants Association	Work with Sustain, the NGO lead partner for the SRA, on how to disseminate the standards and definitions to participating restaurants.	By end 2012
	Sustainable Food Cities Network	The Network is led by the Soil Association and we will ensure that the Network highlights the programme's outcomes to relevant parties, particularly under our catering procurement and cooking skills strands.	Ongoing

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