



The University of Nottingham, Enactus Food & Drink Foodprint



Profile

- 8 Students
- 2 Drivers
- A team of volunteers
- 1 Social Supermarket

About the project

Summary

A social supermarket based in Nottingham that sells rescued food as cheaply as sustainably possible.

Project partners

Nottingham City Council- have subsidized the rent on our store and have provided us with a free van.

Salvation Army- have offered to help promote the project and search for volunteers.

Sharing Sherwood- a social eating hub that we will collect surplus food from.

Community Garden- local allotments we can collect food from in return for help maintaining it.

Middle Street Cafe- one of many local cafes that we will collect surplus food from.

St. Ann's Food Bank- a food bank we will help supply fresh food to in return for surplus longer-term products.

The results

The problem

6 million tonnes of food thrown away in the UK every year

8 million people living in houses that struggle to put food on the table

The approach

Surplus food will be collected from a number of outlets in and around Nottingham before being transported to our store based in Sneinton (a region with especially high levels of food poverty) where it will be sold as cheaply as possible to anyone that needs it. We will run a members scheme where customers referred to us by partners in social housing/ benefits advice/ age UK will receive further discounts on their shop

Our goals

Foodprint aims to be more than a social supermarket. We are building a food hub within the community in order to re-educate people about food consumption. Our work is based on the difference of "best before" and "use by" dates on products, and how this causes copious amounts of healthy food to be discarded. Together with that issue, another social aspect we tackle is the taboo circumventing customers who are looking for cheaper food. Customers can sometimes feel guilty, or ashamed when looking for affordable food. By working closely with the



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community and combining food education with healthy eating we aim to beat this prejudice and make a profound difference in people's lives.

In a sense we aim to collect food that would otherwise be discarded, re-sell the products at a substantial bellow market price, and re-educate the community regarding healthy eating.

Obstacles and solutions

Finding a suitable and affordable location for the supermarket.	We worked closely together with Nottingham City Council, in order to ask their advice in the matter. We reached an agreement that the shop will be situated in a location previously identified to be battling food poverty, and that the shop would be partially subsidized by the Council.
Establishing a network of suppliers willing to donate us the supply.	Through a partnership with "SuperKitchen" a company with a similar ethos, our group was able to get in contact with successful social supermarkets and how they collect their supplies. Learning from their practices we started contacting suppliers of our own and expanding our range of networking.
Understanding the needs of the market.	Even though a food recycling project seems straightforward, capturing the essence of what our customers are looking for is more complex. We resolved this issue by visiting other social supermarkets around the country and talking to their customers. Comprehending their priorities, and their behavior towards their shopping has made us mold our own targets.
Explaining your goals and objectives to the general public.	Working at a social enterprise usually indicates that your project as a well-established life cycle. Collect food, sell at affordable prices and any amount of money gets reinvested on the project. Sometimes it can be difficult to disclose the essence of your projects to others, and hamper your progress. Be sure to have a well worked out plan to display to customers, people will like to understand the essence of your business. So make it as public and as clear as possible.

Performance and results

Due to the timeframe of the project, the supermarket hasn't been open for the public yet. Our opening date is at the end of October. We have a predicted amount of up to 2 pallet collections of food per week, which will amount to 2 to 4 tonnes of food per month that gets recycled. From our initial collection, for the shop's inauguration we have collected up to 4 pallets amounting to 1 tonne. More results to follow.

The future

Lessons learned

While building the project we faced many challenges that had to be overcome to bring the project into life. We started close to a year ago to formulate the ideas and it took us too long to draft a business plan. Nowadays we have a well-structured plan for the future and a report from the past. Working with partners may prove to be tricky given the circumstances, always be sure to make both parties happy when agreeing to something, in order to guarantee success from the operation. Keep a close knit group when managing a project. You need to be certain of the strengths of each of your members to operate at full efficiency. Food is present in our day to day life, keep track of your stock and always triple check where you will store it. Respect and learn from your community, there are the lifeblood of a project and will generally mandate between a success or failure.



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Top 3 learnings from implementing your project

- Value partnerships and people with similar goals. Most likely than not you both will face similar difficulties and you can learn a great deal from each other.
- Field Research goes a long way. Instead of trying to interpret the social needs, and aspects of a community through a sheet of paper, talking to real people will give you a clearer picture of what problems need to be tackled.
- Never put aside your ethos. Problems might arise when dealing with the arrangements of launching your project, but never forget your original motivation, it demonstrates resilience from a group.

Sharing your project

We started initially with a field research of the community and what it required, at the same time informing the public of our prototype shop. Shortly after we began a campaign with the university to widespread our objectives and goals (the video can be seen at our website). That proportionated great traction inside the university and provided us with a much needed platform to reference our project. Our next step was contacting regional news services to share our project with the public. We were interviewed at BBC Radio Nottingham and gained an article at The Groucer. From then on we have focused on campaigning in the neighborhood where our shop will be residing, Snenton – Nottingham. We have distributed leaflets at food banks in the area, and contacted the coffee shops and food suppliers that we are partners with in the area.

What has it meant to your institution to be a Green Gown Award finalist?

Being a finalist of the Green Gown Award has brought our institution a great deal of confidence. We are a small group managing this project, therefore to be shortlisted for the award demonstrates we are moving in the right direction. In addition it has improve our reputation when approaching potential partners, having this recognition from a respectable institution displays our disposition to achieve goals.

Further information

- Foodprint Website: <https://www.foodprint.io/>
- Foodprint Facebook Page: <https://www.facebook.com/foodprintuk/>
- Foodprints detailed overview:
<https://drive.google.com/file/d/0B3FAMYjiOuZkdjJpcGVzcHNiR1k/view?usp=sharing>
- Foodprint The Groucer Article: <https://www.thegrocer.co.uk/home/topics/waste-not-want-not/social-supermarket-foodprint-plans-nottingham-surplus-store/553117.article>
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