



## Finalist's case study



# Manchester Met University Enterprise MetMUnch

## About the project

MetMUnch is a global award-winning, student-led social enterprise based at Manchester Metropolitan University. At our heart is a passion for sustainable and nutritious food. We provide the skills and training to promote health and wellbeing. Our students and graduates take this and apply it in sessions at university and community events, or in one-off creative projects. These can range from on-the-spot nutritional advice and running pop-up stalls, to cooking nutritious meals and leading fun, interactive activities.

MetMUnch is a platform for enterprise and knowledge exchange, both internally in the University and externally. Following the International and National EAUC Green Gown Award in 2014 for Student Engagement, MetMUnch has evolved from a successful pop-up platform into a dynamic, passionate social enterprise that forges commercial and community partnerships, whilst aligning itself with the Sustainable Development Goals (SDGs).

## Project Partners

MetMUnch is acclaimed across Manchester and the University. It has full Senior Management engagement and is a powerful catalyst for enterprise, knowledge exchange, community engagement and partnerships. MetMUnch has engaged over 20 Manchester Met departments and is working with a range of charities, education and public sector organisations, communities and commercial enterprises.

## The results

### The problem

As a social enterprise, MetMUnch is forging a new path to address some of the world's most pressing challenges such as healthy eating, sustainable nutrition, education, food production and food waste prevention. It's not just an 'add-on' to a degree, it's about producing enterprising, innovative and driven graduates who will go on to make their mark on the world.

### The approach

MetMUnch is extra-curricular organic enterprise, students that take part get to enrich their university experience with entrepreneurial and creativity skills, all with sustainability at the core. We create an environment that encourages enterprising entrepreneurial mindsets and behaviours, both in staff and students, and ensure that ideas and innovation are given the support they need to flourish.

### Our goals

Major contribution towards the University's sustainability reputation – MMU is ranked third of all UK universities in the People and Planet 2016 table for environmental and ethical performance

MetMUnch supports and enhances the University's strategic focus areas: place, ambition, partnership, community and sustainability. Contributed to the research outputs of our Centre of Excellence in Learning and Teaching – focus on how MetMUnch community of sustainable and enterprising students work together and build resilience and confidence, which ultimately leads to better retention of students as they are doing something extra to their course.



### Profile

- Higher Education
- 38000 (includes full and part time students)
- 4500 staff
- Urban



Green Gown Awards 2017



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## Obstacles and solution

Solo journey of an entrepreneurial academic	Find inspirational experts, individuals and teams to provide invaluable support & mentorship.
Scaling up the enterprise	Creating internships and specific key roles to allow the project to grow.
Lack of awareness regarding sustainability	Fully embed sustainability education in the curriculum across university. Establish collaborative arrangements with an array of sustainability partners. Encourage students to engage as partners and sustainability change agents.

## Performance and results

MetMUnch has developed and led an extensive range of activities and campaigns. Since 2014, **over 200 separate engagement activities** have led to over **70,000 individual interactions** with staff, students, communities and external organisations. MetMUnch places great emphasis on generating economic, environmental and social impacts both within and beyond the University environment. In all our activities, the following outcomes are key:

- Communities, both internal and external, are equipped with the skills they need to make informed decisions about the food they eat in relation to health, nutrition and sustainability.
- Students and alumni have a platform to develop their skills and start their own enterprise.
- Social entrepreneurs are created, who find solutions to social issues and create further positive impacts.
- Awareness of the SDGs is increased across a wide range of people.

## Lessons learned

### Top 3 learnings from implementing your project

- Be ambitious for your organisation, growth requires exceptional collaboration.
- Remember your mission, but change everything else. Keep evolving.
- Measure meaningful impact for your enterprise.

## Sharing your project

Since 2014, we have had over one million impressions on Twitter. Content has promoted nutrition and wellbeing, raised awareness of sustainability and encouraged student enterprise.

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

*"MetMUnch exemplifies our values of sustainability, partnership and community. Their work to promote the benefits of healthy, sustainable and nutritious food has real impact, not only on communities, but also the students who love the opportunity to be entrepreneurial and enterprising."* Professor Malcom Press Vice Chancellor of Manchester Met University

## Further information

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