

# Finalist's case study

## Manchester Metropolitan University Student Engagement Met MUnch

### Section 1 About the project

#### Summary

MetMUnch is a student-led food network with a passion for food! Capturing a zeitgeist for 'pop-up' sustainable food events, it brings affordable, nutritional, local and sustainable food to student communities and beyond!

Nurturing entrepreneurship, social enterprise and transforming engagement skills for students and staff, Met MUnch provides an interactive platform for campus-wide and community knowledge exchange, through foodie fun!

#### Project partners

Met MUnch is acclaimed across MMU, has full Senior Management Engagement and is a powerful catalyst for community engagement and partnerships.

Met Munch has engaged over 20 MMU departments, and is working with a range of charities, educational and public sector organisations, communities and commercial enterprises

### Section 2 The results

#### The problem

A group of students studying Nutritional Sciences were working on a project to develop 'ithink' manuals in 2011 which highlighted their need to test out their skills before graduating as global citizens at MMU.

Met MUnch was conceived in 2011 to provide real life experiences for MMU students and promote sustainable nutritious lifestyles that are affordable to the masses.

'Celebrity Chef' auditions recruited 25 nutritionists who enthused audiences to adopt healthier lifestyles. The group now has 133 'Met MUnchers', making food fun, connecting with the curriculum, and providing tremendous opportunity for peer-to-peer engagement.

#### The approach

In the first year, the student network developed its reputation with a series of 'flash' interventions and pop-up cafes, in the second year, activities moved into the local community, and in the third year addressed skills and knowledge acquisition through the delivery of workshops to external and internal partners. Met Munch



#### Profile

- HEI
- 37,000 students
- 3600 staff
- Urban

#### Category supported by



Scottish Funding Council  
Promoting further and higher education

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also deliver nutritional catering services and interactive stalls and workshops for a number of internal MMU departments and external organisations.

## Our goals

MMU's mission is to support a students' journey towards becoming a 'World-Class Professional'.

Equipping students with the skills and attributes to drive a socially just and environmentally sustainable future is an essential component in meeting this mission - and Met MUnch strives to achieve this.

Met MUnch aims to equip all Met MUnch participants (students, staff, and communities) with life-long and life-wide skills.

## Obstacles and solutions

Lack of funding	Create partnerships with internal teams and departments who can fund creative student-led foody projects and offer an exceptional unique commercial service worthy of payment.
Initial solo journey	Find inspirational experts & teams to provide invaluable support & mentorship. Giving up is not an option when there is an army of exceptional people creating a sustainability "crash mat".
Business continuation	Ensure there is a core group of dedicated students and staff working through summer and holiday periods to maintain the momentum. It has to be a professional service and business in order to survive & become a sustainable project.

## Performance and results

- Met MUnch have undertaken an impressive range of activities, seeing over **50 separate engagement activities** that have led to over **30,000 individual interactions** with staff, students, communities and external organisations.
- Exemplars of student engagement- Met Munch case studies used as best practice examples in Learning and Teaching events and conferences.

## Section 3 The future

### Sharing our project

Communication through social media is integral to the project. MetMUnch students constantly share their stories on social media and on international platforms with family, friends and the world.

MMU regularly communicate through its internal and external communication channels to staff, students, businesses and members of the public, raising the profile of MetMUnch throughout the institution and beyond.

Creating collaborative partnerships is central to the success of MetMUnch - it has been a great way to increase the visibility of the project, and acts as a catalyst to increase awareness amongst many internal and external stakeholders.

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Great communication and partnership working have created immense interest from other Universities, student groups and societies, community groups and businesses, wanting to find out more about how they can be a part of the movement across Manchester.

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

MetMUnch students are now even more enthused and passionate about continuing the success of the project. MMU's senior management team has praised the exceptional achievement of a small group of dedicated students.

The university will draw upon MetMUnch's success to empower, excite and educate staff and students about sustainability, social enterprise and collaborative working.

Being a finalist and winning national and international awards confirms our commitment to embedding sustainability in the formal and informal curriculum, making it fun, informative, exciting and relevant to facilitate our students' journey towards becoming highly employable, global citizens.

MetMUnch students, a range of MMU staff including senior Management and our partners are proud to have supported and been part of such a successful student-led project.

## Further information

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