Food System Vision Prize

Envisioning Regenerative and Nourishing Food Futures for 2050

Global Event Toolkit
2019
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The Food System Vision Prize
Welcome to the global community of Visionaries who believe in building positive Visions for the future of our food systems.

The Food System Vision Prize is an invitation for companies, communities, governments, cooperatives, partnerships, NGOs and universities across the globe to develop a Vision of the regenerative and nourishing food system that they aspire to create by the year 2050.

The Rockefeller Foundation has partnered with SecondMuse and OpenIDEO to amplify the conversation on the state and the future of the world’s many food systems. And to empower communities globally to develop actionable solutions and become protagonists in their own food future. Creating a compelling and progressive Vision for the future of our food systems requires a culture of collaboration that rallies industry, policy, academia, and society to act as one. When we come together, we can deliver sustainable, nourishing diets for people and the planet by 2050.
Food System Vision Prize
Global Events
02
We are sparking a series of local gatherings for communities around the world, connecting people to envision the future of their food system together.

Through these Events, we hope to:

- Source Visions from communities around the world that participate in the Prize
- Build momentum and interest in the Prize and in healthy food systems
- Form new multi-stakeholder teams that wouldn’t otherwise exist
- Bridge the online-offline communities to increase local collaborations

Long-term, we want these Events to bring together Vision teams and inspire them to execute on the ideas generated by and for their communities. The Events will also catalyze new ways of thinking about the future of food systems that change the local food narrative.

The Events will take place between 16 November and 15 December 2019

During these four weeks, we invite you and your organizing team to plan and host an Event in your city that will inspire and galvanize your local community to join the movement. In addition to this toolkit, we will provide support around Event design and storytelling to help you create a successful Event.
Event
Organizer
Info
03
If you’re reading this, you’ve likely expressed interest in hosting a Food System Vision Prize Event. Thank you for your interest in connecting your local community’s Vision with the rest of the world. These powerful Events couldn’t happen without you!

**Why host an Event?**

By hosting an Event in your local area, you’ll play a crucial role in driving local impact for your food system. We need spaces to connect and people to collaborate with if we’re going to make the food system regenerative and nourishing for all. This begins with the act of bringing people together.

The Vision Prize also gives your local community a unique opportunity to brainstorm and develop your Visions for your food system. This means gathering a wide diversity of stakeholders—from creatives to food experts to consumers—and inspiring them to become protagonists of their own food future. Otherwise, you risk inheriting a food system that doesn’t represent your values or hopes.

**What kind of Event should I host?**

The Events are supposed to spark connections and dialogue around the future of your local food system. Additionally, Events should help spread the word about the Food System Vision Prize and bring together multi-stakeholder teams that wouldn’t otherwise exist. Any Event format that accomplishes these two goals is great!

The format could be: a meal, a brainstorm, a hack-a-thon, a workshop, a retreat...whatever works best for you and your community. In Chapter 6, we’ve provided an example Event agenda that you can use for inspiration.

**When?**

Food System Vision Prize Events will take place around the world between 16 November and 15 December 2019. You may organize your Event any time during these dates. Other communities around the world will be doing the same.

**Where?**

Anywhere in your local area (well, almost anywhere). More on this in Chapter 04.

**Who can attend?**

Anyone who feels excited about starting a conversation around the future of food! Your Event can be as big or as small as needed for your community to make the best of the experience. Some communities might not be familiar with the topic of food systems, while others may be experts. We need to hear from them all. If we want to have a food system that represents all of our values we need many people involved.
Important: Legally Recognized Entity

In the Prize documents, you will see this language: “The Food System Vision Prize is an invitation for organizations across the globe to develop a Vision of the regenerative and nourishing food system that they aspire to create by the year 2050. By ‘organizations’ we mean legally registered and organized entities, including companies, governments, cooperatives, communities, partnerships, NGOs, and universities.” Let’s unpack that.

You are not required to be a legally recognized entity to organize, host, facilitate, or attend an Event. We expect many different types of Event Organizers with a variety of backgrounds will be hosts.

By the end of the Event, we encourage you to help Event participants submit a first draft of their Vision. This marks the start of the Vision development process. **In this moment, they do not have to be connected to a legally recognized entity.**

In order to be considered in the Prize, any Vision will ultimately need to be submitted by a legally recognized entity. This Event can serve as a first step toward making the connections for people to form a team and then to bring the team together under a legally recognized entity. That legally recognized entity would then act as the team’s Lead Applicant to the Prize. See more about this in the FAQs section of foodsystemvisionprize.org/resources.

What other information is available to me?

In addition to our team and this toolkit, here are a few resources you can leverage:

- Vision Prize Website
- OpenIDEO Prize platform
- Full Vision Prize Toolkit
- Application Questions
- Getting started on the OpenIDEO Prize Platform
- Gloval Event Burst Comms Kit

**Webinars:** We held an Event Organizer webinar, during which we shared more about the Prize and how you can create a successful Event. Find a recording of the webinar [here](#).

The Food System Vision Prize team will be available to ensure you’re set up for success. You can always reach out to us at foodsystemvisionprize@ideo.com.

How do I sign up?

If you haven’t already, fill out this form to confirm your interest in organizing an Event. The Food System Vision Prize team will reach out to you to confirm your participation as an Organizer.
Planning Your Event

04
Assemble an Organizing Team

Making these Events a reality will take some time, thought, and effort, so we encourage you to find a team to support you through the whole process. You’ll need a minimum of three team members to pull this off.

- **Event facilitator**: A steadfast leader who will be in charge of facilitating the Event’s activities. Ideally this is a person who has experience in guiding groups through exercises like the ones you’ll be doing together.

- **Logistics expert**: A savvy operations wizard who manages the outreach (sending communications) and logistics of the Event.

- **Storyteller**: A keen observer who can take notes, pictures, and videos throughout the Event. This person should also be able to help synthesize insights that surfaced during the Event and share the stories and Visions with the Food System Vision Prize team.
Select a Time and Place

 Quickly, find a few dates that will work well for the organizing team. Make sure the dates align with any venues you’re considering for your Event. Then ask key people who you hope will participate if they have preferred dates.

One of the easiest ways to do this is to send them a poll that asks them to vote on your selected dates. (Check out www.doodle.com to create a simple date scheduler). Once your organizers, venue, and key participants align, select a date and move forward.

Note: It’s usually difficult to find a time that works for everyone you’d like to attend. That’s OK. Don’t lose momentum. Just find a time quickly that works for a majority of people.
Get the Word Out

Send a ‘Save the Date’ announcement to your invitees as soon as you have a date selected. Give them at least 1-2 week’s notice so they can arrange their schedules accordingly.

Meanwhile, continue to promote the Event and provide more information for participants to keep interest and enthusiasm high. Here’s a Communications Kit Template you can use to promote your Event in your community.
Convening the Right People

Everybody eats. So we’re all stakeholders in our food systems. As you consider your guest list, include anyone who cares deeply about the impact of the food they eat, whether or not they are food system experts. The more diverse your guest list, the better.
Take a look at all of the food system stakeholders you can consider inviting. We suggest ensuring that at least 3 of these different stakeholders are represented at your Event.
Food Value Chain Actors

Inside the Food Value Chain, these are the people who interact directly with food:

**Producers**
These are the people who work the land or seas to provide the food we eat. They may farm produce, meat, dairy or seafood. They may fish the oceans, rivers or lakes. Their operations may be small or large, privately or commercially owned, or they may lease the land they work on. They may sell their harvest in their communities or around the world. They may sell to individuals, processors or retailers.

**Food Workers**
Day laborers, production line workers at processing plants, herders of livestock, crew on fishing vessels—these people make up the backbone of any food system, and are often the most vulnerable to exploitation.

**Distributors**
These people transport food from farm or dock to processors or retailers. They may transport across town, across borders or across oceans. They may be drivers, packers, dispatchers, logisticians, or heads of companies.

**Processors**
These are the people leading food companies that prepare produce and meat for sale and consumption. The corporations they work for may be global, national, or regional. They may be C-suite executives, department directors or innovation leads.

**Retailers**
The people who bring the food to the consumers may work in local markets, regional grocery store chains, individual or chain restaurants or vending machine companies. They may also be the farmers themselves, at local farmers’ markets.

**Preparers**
These are your chefs, cooks, bakers, makers, baristas, servers, bussers and dishwashers. They may work at a small independent restaurant or large restaurant chain. They may provide food service at schools, offices, or other locations. They may prepare food at a roadside stand, in a food truck, or in their homes.

**Consumers**
This is all of us. We may live in a family, co-op, or commune. On our own or with friends. We may work in the food system or not. We may be young or old. We may or may not currently have easy access to healthy food.

We may live in poverty, in abundance, or in between. No matter who we are, we all have in common the need to consume food.

**Waste Recoverers**
These are the people who remove and dispose of the food we don’t eat. They may be drivers, dispatchers, business owners, recycling center or dump workers. They may collect waste from farms, distributors, processors, retailers, preparers, or consumers. They may compost it for re-use or they may deposit it at a dump.
System Influencers

Outside of the Food Value Chain, there are other stakeholders to consider in your food system:

**Investors**
From venture capitalists to social impact investors to philanthropic funders, investors provide capital to organizations in the food space.

**Policy Makers**
Government officials at all levels, their staff, and lobbyists can influence many—if not all—aspects of the food system and the policies surrounding it.

**Food Innovators**
Food entrepreneurs and startups have the power to influence food systems by disrupting the way in which each of the food value chain actors interacts with food. Think Impossible Foods, Huel and Jennewein Biotechnologie.

**Large Food Corporates**
Ten companies control almost every large food and beverage brand in the world. Imagine the impact they could have on the food system if even one of them got on board with your vision.

**NGOs**
On the ground, they can impact food availability, access, quality, and more; frequently in areas where governments and corporations can’t easily reach.

**Scientists & Researchers**
From fertilizer to pest control to genetic modification and beyond, their discoveries will have profound impact on our future food systems.

**Students**
These are the food system actors of tomorrow. Some are already engaged in finding solutions today.

**Food Writers**
From restaurant critics to food bloggers, their followers trust them and are inspired by them. How might they be instrumental in igniting behavior change around food consumption?
Event Logistics

Choosing a Space

Ideally, the space will connect you and other participants to the local food culture. You could partner with a local farm or restaurant to host the Event or you could host it at a public space such as a park or community kitchen. Or you may find an office or co-working space conducive to getting work done.
Be sure to keep these principles in mind when choosing your space:

**Inspiring:** If possible, we suggest choosing an inspiring space! Natural light, connection to nature, or connection to your local food system can help spark creative thinking. Or, if you’d like to encourage more focused group work, you may do better with office or university meeting spaces.

**Accessibility:** If possible, we recommend choosing a place that’s easy for many people to get to. This may mean a place that’s accessible by public transportation or is centrally located. Be sure to identify the nearest bus, train or subway stops and share them with participants. If public transportation isn’t available, look for a venue that’s close to free parking. Or consider coordinating carpools for people to ride together.

**Relevance:** If possible, we suggest you choose a place that’s relevant to the food system and culture of your region.

**Wifi/Internet:** We highly suggest choosing a location that has internet access so you can share what’s happening live. You can also encourage participants to submit their Visions on the Prize Platform during your Event.

**Registration:** Consider how participants will enter the venue, and make it as simple as possible. Make sure people know beforehand what they’ll need to bring to enter the building. For example, will they have to register? Will they need to show identification? Try to lower the barriers to entry. And be clear with participants beforehand.

**Safety:** Is there an evacuation plan you need to review with participants before starting?
Designing the Event

Interaction

Consider how you’d like people to interact. What is your desired event style? And how are you designing the space and the feel to match this?

For example:

Will it be interactive? How will the space be conducive for this?

Will it support smaller group breakouts, or a single group all together?

Are you hosting it at a restaurant with food?

What kind of seating and furniture will you need if it’s not already provided?

Documenting the Event

The power of these Events is their ability to inspire others. So it’s important to take photos and videos, and gather quotes from participants during the Event. Afterward, share out stories and photos from your Event, as well as the Visions your community generates. This is why you’ll want to assign one member of your team the role of documenting your Event and uploading it all to the Post-Event Survey.

Materials and Resources

Here’s a list of suggested items that could come in handy during your Event. Feel free to adapt them to your needs.

- Post-it notes or small pads of paper
- Sharpies or other felt-tipped markers
- Name tags
- Templates and printed worksheets
- Printed copy of this Toolkit (and/or your own Event agenda timeline)
- Printed copy of the Food System Vision Prize Toolkit
- Presentation Deck (if you’re planning to use one)
- Chairs, tables, other furniture as needed
The Week Before Your Event

05
1 Week Before Checklist

- Meet with all members of your team and confirm all of the details in your Event Plan.
- Develop back-up plans for any situation (e.g., back-up volunteers, weather contingencies, etc.).
- Brief all volunteers on their Event duties and timelines.
- Create a seating plan if needed.
- Create worksheets or other handouts and prepare digital and print copies of each.
- Prepare a registration list.
- Create a checklist of tasks to take care of and assign a team member to each.
Event Day

06
Event Day Checklist

○ Make sure you have enough copies of worksheets, participant lists, name tags, and any instructions or directions you’ll need.

○ Bring a printed Event Day checklist with people’s names associated with tasks.

○ Check-in with each teammate to make sure they have everything they need and are clear on their roles.

○ Identify restrooms and emergency exits.

○ Make sure your camera, phone, and computer are charged and ready.

○ Have fun!
We encourage you to use social media to share updates during and following your Event.

Here is a comms kit for you to leverage, but here are a few quick tips:

Tag:
@RockefellerFnd
@SecondMuse
@OpenIDEO

Use the hashtag
#FoodVision2050 for all shares

Keep it simple: keep the language and messaging accessible and concise

Keep it human: put humans and quotes at the center of your storytelling

Make it visual: the more images, the better!

We want to see what you and your participants are up to—so the more you share the better!
Event Structure

The Event can take as long as you deem necessary, depending on the number of participants involved, and the activities you choose to facilitate. We find that 2-4 hours tends to be long enough to allow your participants to gain some traction and build connections, but not so long that it deters people from joining. On the next page, there’s a sample timeline that you can use or adapt for your Event.
Warm-up & Intro

Let’s Talk About Food!

30-45 minutes

This is meant to be a fun exercise, activity, or conversation starter that will connect people and point your Event in the right direction. In this case, we suggest you have a warm-up exercise connected to food.

Here’s one example:

You can make this a bring-your-own-food Event where you ask people to bring food to share that represents your local context. You can start the Warm-up with a conversation about the food that everyone brought to the Event or the connection between food and community.

Here’s how the conversations can go:

- Introduce yourself: your name, your organization, or occupation.

- What brought you here today?

- Why did you bring this particular food?

- (Optional): Think back to a meal you had today. Are you able to trace where all the ingredients of your meal were grown and produced?

- (Optional): How do you see food affecting the health of the people around you and your local environment?

Remember to take a picture of the entire group with their unique foods. It will help the world understand your team’s food culture and behaviors better.

Alternatively, you can consider other warm-up exercises, like these exercises to build your Creative Confidence.
Introduce the Prize

15-30 minutes

Now that your group is warmed up, it’s time to introduce the Food System Vision Prize. Providing this introduction will give participants the context they need before they jump into building their Visions.

Introduce the Prize—refer to Section 1 of the Vision Prize Toolkit.

Q&A—questions from the participants. As an Event Organizer, we hope you will familiarize yourself with the Prize enough to share a bit about it. You can always refer to the Food System Vision Prize website. We suggest particularly reading the Home, About, and Resources pages (especially the FAQs) to understand them and share them with participants.

Confirm the Place(s) that the team(s) will focus on to develop their Vision(s)—refer to Pages 53-55 of the Vision Prize Toolkit. We recommend you select the Place where your community is located, so most of the people will be familiar with it. You should get clear about what the boundaries of your chosen place is: City limits? County or state borders? Get buy-in from the participant group.

Note: if you’d like to save time, you as the Organizers can select your “Place” beforehand. If you have more time, you can allow the group to select the Place together.

Tip: it’s helpful to pull up or print out an aerial view of your Place so that people can see a visual of the size and boundaries. This could be your country, state, city, or even a neighborhood you are connected with. We suggest focusing on a city level for your Event, so that most people will be familiar with it.
Main Activities
75-120 minutes

Now that you have a Place, it’s time to create a Food System Vision for it. If you have more than 6-8 participants, you’ll want them to break into smaller Vision teams and choose a team leader. Encourage diversity, including people with different backgrounds, strengths, and relationships to the food system on each team.

Building a Food System Vision requires teams to think systemically, think about the future, and be human-centered in their approach. To help them, refer to the activities in Section 2 of the Vision Prize Toolkit: Tools of Transformation. You can guide them through the exercises there for Systems Thinking, Futurecasting, and Human Centered Design.

Here are three that we recommend for your Event:

Exercise 1
Futurecasting

News Story From The Future
pg. 17 of the Food Vision Prize Toolkit
If you only do one activity we suggest this one!

This exercise will get participants thinking creatively about a positive food future. The end result should be a source of inspiration for your participants and others as you make your way through the Food System Vision Prize journey.

Exercise 2
Systems Thinking

Connecting The Dots
pg. 28 of the Food Vision Prize Toolkit

This exercise will help participants get their brains in the habit of finding connections among multiple—and at times seemingly unrelated elements.

Exercise 3
Human-Centered Design

Stakeholder Journey Map
pg. 41 of the Food Vision Prize Toolkit

This exercise will help your participants build empathy with a stakeholder by looking beyond the narrow definition of the Vision they’re trying to imagine, and allow them to consider the total experience.

To help the participants capture their learnings and insights from the activities into a cohesive Vision, we’ve built a simple Vision template that you can print and hand out to each team to fill in. See it on the following two pages.
Build a Vision Worksheet

You can use these worksheets to create a rough draft of your team’s Vision. They are directly aligned to key application questions on the Prize platform.

Title of Vision

Lead Applicant Organization Name

What’s the name of the Place you’re developing a Vision for?

Describe your Vision in one sentence

Describe the People and Place

Provide information that would be helpful for an outsider who has never been there and may have no context about this Place to better understand the area.

Challenges

Describe the current (2020) and the future (2050) challenges that your food system faces.
**Full Vision:** How do you describe your Vision for a regenerative and nourishing food future for your Place and People for 2050?
Wrapping Up

15-45 minutes

Your Event will culminate in Visions for future food systems. Here are some actions you can take to make sure all your participants’ incredible insights and stories are shared with the Prize community and the world:

- **Post Visions to the Prize Platform:** if possible, BEFORE the Event concludes, encourage participants to share their Visions on the Prize platform. You’ll need to help each team leader create their OI platform profile, set up their account, and upload their Vision template as a submission. Then show the team leaders how they can add their team members to their team on the Platform. Finally, upload their Vision template as a submission. If you don’t have time to complete the first round submission during the Event, please assign people from each team who are accountable for uploading it soon after.

- **Get commitments:** What will you do next? Will this group continue to meet? Ask the group if they’d like to continue to develop their Visions. Maybe a smaller group wants to continue and others don’t—that’s ok! Keep working with those who want to continue the momentum.

Try to get a date on the calendar for your next meeting before you end this Event.

- **Take a group photo:** Gather the whole group and take a photo! Additionally, make sure you’ve taken a few great photos and videos at the event.

- **Ask for Feedback:** Take a few minutes to ask participants to share thoughts on their experience at the Event, including what worked well and not so well. Make sure someone from your team is taking notes and capturing quotes.

- **Celebrate!** Carve out time to express gratitude and celebrate all the inspiring work that everyone has done. Make sure to thank everyone for coming. Consider including food in your celebration—eating or even preparing it together.

- **Next Steps:** Tell participants what they should expect next.

  - Share which commitments will be taking place next (if the group will be continuing), when, and where. Is there another date you will be meeting again? Share the date.

  - Encourage any Lead Applicants to post their team’s Vision to the Prize Platform in the next few days, and add team members into the Vision.

  - Tell them they will be hearing back from you in the next week or two with synthesis and photos from the Event.

  - Encourage participants to subscribe for Prize updates on the OI Prize platform.
After Your Event

07
Share Stories from your Event

Capturing the magic that happens during these inspiring Events can be challenging. But it will be rewarding, we promise. Take a day or two with your Event organizing team to synthesize the notes and photos you captured at your Event.

Just like any HCD challenge, you can find themes that may be unique to your Event, or may resonate with other Events being held across the globe.
Once you’ve aligned on the best way to share stories and images from your Event, fill in the Post-Event Survey. Then we can share your stories with the rest of the world. We can also step in and encourage people to submit their Visions on the Prize platform if they didn’t get to at your Event. This will ensure that all the amazing Visions that your Event inspired will go live on the Prize page. The more Visions shared, the better.

Here are some other ways you can keep the momentum going for your participants once the Event is over:

- Reach out to all teams to ensure they’ve uploaded their Vision onto the Prize platform.

- Encourage members of each team to stay connected and engaged. Send them follow-up reminders or introduce them to others who might be interested in collaborating with them.

- Encourage anyone who has developed a Vision, but is not yet connected with a legally recognized entity, to seek out an organizational partner.

- Set up a plan to run periodic check-ins on submitted Visions to monitor their progress and offer help and encouragement if they appear to be stalled.

- Send an email to participants with a followup Event report. You can find a template for this email in the comms kit.

If you received support from a local sponsor or partner, we recommend you send them an email with an Event report, too. Do the same for your contact at your Event Venue.

Finally, take to social media! Your Event might be over but other Event Organizers may still be in the planning phase. Share your stories and photos with other Organizers using the hashtag #FoodVision2050.
Thank you for hosting a Food System Vision Prize Event. You are positively influencing the future of your food system by joining this effort. We can’t wait to see what your participants envision!