



Agroecology: how do we measure its social impact?

Luke Owen, Paola Guzman, Moya Kneafsey,
Chelsea Marshall, Clare Horrell, Jane Sweetman

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ORFC

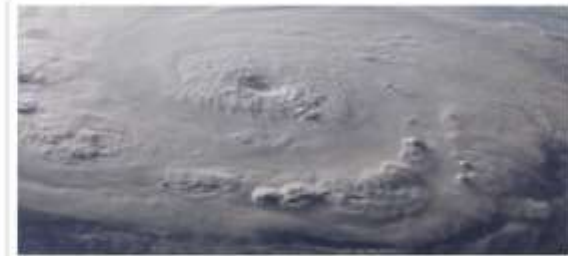
Welcome and introductions

Presenters / speakers

- [Dr. Luke Owen](#)
- Paola Guzman Rodriguez
- [Professor Moya Kneafsey](#)



**RESILIENT FOOD AND WATER
SYSTEMS IN PRACTICE**



**UNDERSTANDING PROCESSES
THAT CONFER RESILIENCE**



**COMMUNITY SELF-
ORGANISATION FOR RESILIENCE**



**POLICIES AND INSTITUTIONS FOR
RESILIENT FOOD & WATER**

Welcome and introductions



Discussants:

- Chelsea Marshall, Scotland the Bread
- Jane Sweetman, Plotgate CSA
- Clare Horrell, Just Growth

Session objectives



1. **Present an overview** of the Just Growth project and EAT toolkit
2. Critically **reflect** on the process and how Just Growth connects with other existing/planned work in this 'sector' and **utility** of the EAT toolkit
3. Gain critical **input and feedback** from the panel and audience about future research and implementation trajectories

Session structure



1. **Brief background to impact measurement & toolkits** (Paola & Moya)
2. **Context & rationale of Just Growth project** (Luke)
3. **Explaining the *process* of co-developing the EAT toolkit** (Luke, Moya)
4. **Outlining the EAT toolkit structure, content and usability** (Luke)
5. **Panel discussion** (Chelsea, Jane, Clare) *Luke & Moya to chair audience Q&A
6. **Summary, reflections and future trajectories** (Luke, Moya, Paola)

Measuring impact, Why do we have to do it?

Harlock 2013

- Government funding
- Understand the effects of their interventions and services
- Value for money
- Social Value Act 2013

Friedman, AL and Miles S. (2001) 'Socially responsible investment and corporate social and environmental reporting in the UK: an exploratory study' The British Accounting Review

1. Background to impact measurement and toolkits

- What do we measure? Existing frameworks, toolkits e.g. IFOAM



Dimensions	Themes
Social Dimension: People live in equality and equity	Equality and gender
	Right livelihood
	Labour rights
	Safety and hygiene
Ecological dimension: Common resources are used sustainably	Water- quality and quantity
	Soil and fertility
	Biodiversity
	Humane and healthy animal production
	Atmosphere – greenhouse gases and air pollution
	Energy
Economic dimension: Trading leads to prosperity	Investment
	Local economy and economic resilience
	Markets and trade
	Materials, contaminants and waste
Cultural dimension: Inspiration, innovation, leadership, and altruism are enabled. Communities are stable and thrive	Personal growth and community development
	Food security and food sovereignty
	Product quality
Accountability Dimension: People are accountable for their actions; actions are taken in a transparent manner; stakeholders are encouraged to participate	Holistic management
	Transparency and reporting
	Participation

Sustainability Dimension	Theme	Subtheme
Good Governance	Corporate ethics	Mission statement
		Due diligence
	Accountability	Holistic Audits
		Responsibility
		Transparency
	Participation	Stakeholder dialogue
		Grievance procedures
		Conflict resolution
	Rule of Law	Legitimacy
		Remedy, restoration and prevention
		Civic responsibility
		Resource appropriation
	Holistic management	Sustainability management plan
		Full cost accounting
Environmental integrity	Atmosphere	Greenhouse gases
		Air quality
	Water	Water withdrawal
		Water quality
	Land	Soil quality
		Land degradation
	Biodiversity	Ecosystem diversity
		Species diversity
		Genetic diversity
	Materials and energy	Material use
		Energy use
		Waste reduction and disposal
	Animal welfare	Animal health
		Freedom from stress

Sustainability Dimension	Theme	Sub-Theme
Economic resilience	Investment	Internal investment
		Community investment
		Long-ranging investment
		Profitability
	Vulnerability	Stability of production
		Stability of supply
		Stability of market
		Liquidity
		Risk management
	Product quality and information	Food safety
		Food quality
	Local economy	Product information
		Value creation
Social well-being	Decent livelihood	Local procurement
		Quality of life
		Capacity development
		Fair access to means of production
	Fair trading practices	Responsible buyers
		Rights of suppliers
	Labour rights	Employment relations
		Forced labour
		Child labour
		Freedom of association and right to bargaining
	Equity	Non discrimination
		Gender equality
		Support to vulnerable people
	Human safety and health	Workplace safety and health provisions
		Public health
	Cultural diversity	Indigenous knowledge
		Food sovereignty

1. Background to impact measurement and toolkits

Food realities index (Food Ethics Council)



The screenshot shows the Food Ethics Council website. The header includes the logo and 'About us' link. The main navigation bar has 'Society' and 'Plan' tabs. The 'Key Programmes' section is highlighted, with a sub-header 'The Food Ethics Council's new prog...' and a description: 'influence the direction of our food... two powerful new tools: a Food Rea... Policy Barometer.' Below the text is a circular graphic with segments labeled 'ormy', 'Chill Wind', and 'Emer'.

Sustainable food cities




The screenshot shows the Sustainable Food Cities website. The header includes the logo and navigation links: 'About', 'Get started', 'Join us', and 'Key'. The main content area is titled 'Enhancing the Impact of Sustainable Food Strategies'. Below the title is a paragraph: 'To strengthen our work with cities and meas... impact of creating sustainable food systems... with Cardiff University to develop a toolbox... and make the case for local sustainable foo... hope this tool will help city governments and... strive to drive change in the food system at...'. At the bottom, it says 'Find out more about [Enhancing the Impact of Sustainable](#)'.

Food Sustainability Index



The screenshot shows the Food Sustainability Index website. The header includes the logo and 'Student Portal' link. The main content area is titled 'FOOD SUSTAINABILITY'. Below the title is a paragraph: 'This global view portrays the scores of the 25 countries in the food sustainability index. Travel through a range of country scores by selecting the variable pillars and indicators below. The countries are scored 0-100, with 100 being the best.'

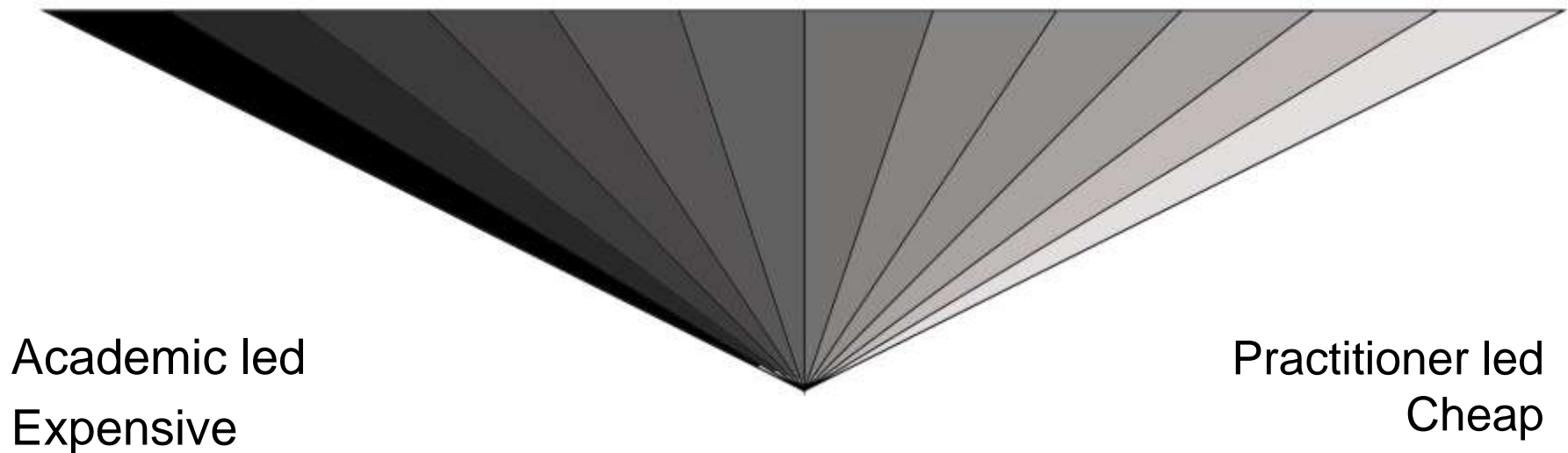
1. Background to impact measurement and toolkits



Scale	Tool / framework / index
(Inter)National Level	Food realities index
	Food sustainability index
City/Metropolitan Level	Sustainable food cities
Enterprise/farm level	<u>Just Growth (EAT toolkit)</u>
	SAFA
	SROI
	LCA

How do we measure?

Harlock (2013)



Friedman, AL and Miles S. (2001) 'Socially responsible investment and corporate social and environmental reporting in the UK: an exploratory study' The British Accounting Review

2. Context and rationale of Just Growth project



- ‘Just Growth (JG)’
 - Developed by **Funding Enlightened Agriculture (FEA)**, the **Real Farming Trust (RFT)**, **Esmée Fairbairn** and **Cooperative and Community Finance (CCF)** in 2013
 - **Aims:**
 - I. to **drive growth** in UK food production / farming in an **environmentally and socially responsible way** (hence ‘Just’)
 - II. Encourage growth of **community based** food and farming projects
 - **For:** social enterprises, sustainable & innovative agri-food businesses, SMEs
 - **Provide evidence for social investors**
 - **Funding arrangement:**
 - Third loan from CCF, third grant funding from Esmée, third raised by the project through e.g. crowdfunding, community shares



2. Context and rationale of Just Growth project



- ‘Just Growth (JG)’

40 applications (2013-14), 6 selected for specialist support, mentoring (2014-16):

[Ecological Land Co-op](#) – *(East Sussex site)*

[Hempden Organics](#) *(Oxfordshire)*

[Plotgate CSA](#) *(Somerset)*

[Sacred Earth](#) *(Sussex)*

[Scotland the Bread](#) *(Edinburgh)*

[Veg Box People](#) *(Manchester)*

- **Research collaboration** (throughout 2016):
 - JG-Centre for Agroecology, Water and Resilience (CAWR), Coventry University
- **Aim:**
 - co-develop 'toolkit' that can be used by enterprises and businesses in the agri-food sector to assess their **social impact, community resilience and food democracy**

3. Explaining the *process* of the EAT toolkit



JG-CAWR research collaborations = aligned with principles of **transdisciplinarity**

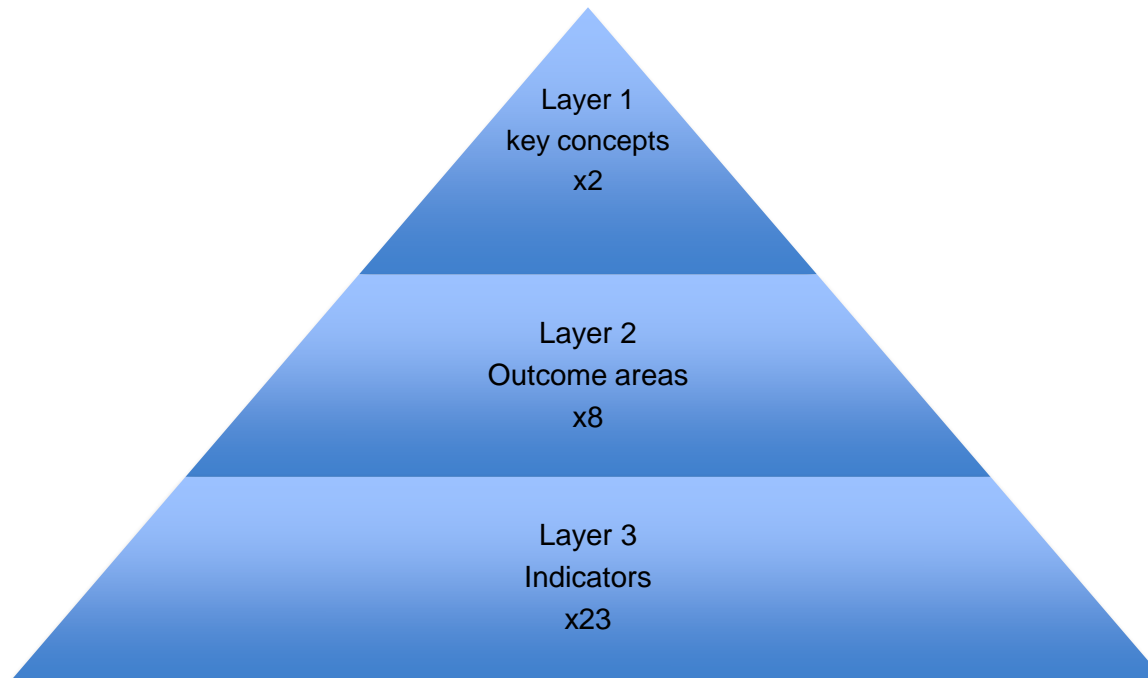
- Emphasis on **participation and co-production**
- Create 'new', 'different' understandings / perspectives / **evidence** about e.g. '**public goods**', **for social investors..**



"[P]articipatory research is fundamentally about relationships, as without trust and commitment, personal and collective transformation is unlikely to occur (Blackstock et al. 2015: 254)

4. Outlining the EAT toolkit content, structure and usability

Framework



‘Abstract’ change
Working to achieve
(may be long term
impact)

Changes attributed to
work/activities of the
project

**Specific, measurable
activities**

4. Outlining the EAT toolkit content, structure and usability

Key Concepts	Outcome area	Indicator
1.1 Social Impact & Community Resilience	2.1 Improved skills in food growing	3.1 Number of people producing food
		3.2 Number of trainee growers
		3.3 Number of hours of volunteering
	2.2 Improved health, well-being and social capital	3.3 Number of hours of volunteering
		3.4 Number of social events
		3.5 Number of events where support, expertise and knowledge provided
		3.6 Number of people engaged in sharing food
	2.3 Improved consumption of local food	3.7 Reported changes in cooking habits, knowledge and skills
		3.8 Number of households subscribing to vegetable boxes/members of CSA

1.1 Social
Impact &
Community
Resilience

2.4 Local
economy

3.3 Number of hours of volunteering

3.9 Number of jobs created and / or retained

3.10 Amount of money invested/spent locally (£)

3.11 Inputs purchased from local/regional
producers/suppliers (% / £)

3.12 Value of agroecologically produced food sold

2.5 Community
engagement and
development

3.4 Number of social events

3.5 Number of events where support, expertise and
knowledge provided

3.6 Number of people engaged in sharing food

3.8 Number of households subscribing to vegetable
boxes/members of CSA

3.13 Number of educational visits and partnerships with
schools

3.14 Diversity/number of approaches for stakeholder
engagement

3.15 Number of funded programmes for community
development

2.6 Improvement
in land,
community and
environment

3.16 Water Quality Test

3.17 Soil Quality Test

3.18 Area of total land cultivated agroecologically (ha)

3.19 Number of tenancies

3.20 Publicly available plan with steps to
address/improve carbon footprint/budget

3.21 Number and types of species on land (biodiversity)

1.2 Food Sovereignty and Democracy	2.7 Sustainable livelihoods and land	3.2 Number of trainee growers
		3.9 Number of jobs created and/or retained
		3.10 Amount of money invested / spent locally
		3.11 Inputs purchased from local/regional producers/suppliers (% / £)
		3.12 Value of agroecologically produced food sold
		3.18 Area of total land cultivated agroecologically (ha)
		3.19 Number of tenancies
	2.8 Governance, transparency and participation	3.22 Number of people participating in co-operative decision making and accessibility to information
		3.23 Publicly available governance structure and plan

5. Panel discussion



1. **DISCUSSION POINT 1)**

Comments on experiences with other toolkits/similar projects and how JG compares

2. **DISCUSSION POINT 2)**

What does the EAT toolkit offer that other toolkits do not?

3. **DISCUSSION POINT 3)**

How do you see the EAT toolkit contributing to an 'agroecology sector' (is agroecology sector even the 'right' terminology? Who are we trying to persuade/inform?)

4. **DISCUSSION POINT 4)**

What are some of lessons can we learn from the JG programme taking forward? (i.e. for the PTC programme in 2017 and implementation of the toolkit?)

6. Summary, reflections and future trajectories



1. Understanding of what is in the toolkit, how the parameters have been arrived at, and how it works
2. The JG-CAWR workshops have helped familiarise everyone with language and otherwise abstract key concepts
3. Workshops have allowed focused, relevant meaningful and practical indicators and outcomes to emerge and be discussed.
4. The research process has been challenging (*diverse group with differing aims, resources and business models*), but rewarding (*collective understanding, solidarity building and participation*).

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