

# Executive summary

The School Assembly

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## Executive Summary: The School Assembly

### **Expand your audience!**

Citizens movements have got a huge boost the last decade. Your organisation also achieved to be an important alternative for how we consume food. In South Europe we see citizens movements rise out of economical needs. In the rest of Europa a lot of movements started out the desire for an alternative. The desire but actually also the need for more quality in life and less reckless consuming. Your organisation is such a wonderful example of conscious consuming. It shows how every participant in the process can be a winner.

Besides the huge popularity of your organisation I believe there is an enormous change to expand your audience. But more important I believe there is a big change to make your organisation more inclusive. There are a variety of groups in our societies that don't find their way easily to citizens movements in general. It is regrettable that citizens who can increase their quality of life by participating in these movements didn't find their way yet to participate this development in our societies. That's where I can help. In my proposal we are going to search for solutions to reach families in different ways beside the already exciting and effective online approach. However the effectiveness of this approach, it does not reach all families because a lot of reasons like for example limited access to the internet. But also the threshold to consume in places they don't know or feel comfortable.

The School Assembly wants to organize the weekly gathering in schools. All families with children are familiar with this place. The school community is a perfect place to reach a diversity of families. The School Assembly wants to reach all kind of families. The families with two working parents and also families who aren't familiar or comfortable with ordering food online. For working parents it's practical to order online and to take the order while picking up the kids from school. For the families that aren't buying online for whatever reason, for them The School Assembly want to train volunteers from the school community. As the Food Assembly already depend on volunteers to organize the contacts with the local producers and for organize the weekly gatherings, we add a communication function in the team of volunteers. These volunteers that will focus on communication will use a variety of forms to reach parents. Not only social media and formal gatherings but also informal gathering which the school is a perfect place to meet for example a breakfast at school with the kids. The volunteers can also offer a paper document at the weekly gatherings to order for next week as an addition to the digital version. The School Assembly also wants to

attract role models with a different backgrounds to promote the values of The Food Assembly in general and The School Assembly specific.

What about the schools? Which role do they have in this story? There are a lot of benefits for schools by participating in this project. First of all they facilitate their school community to consume fresh and healthy food for a fair price. Healthy food has so much benefits for schoolkids. Their cognitive performance but also their wellbeing will increase. Let's not forget that the schoolkids are also involved in this project. The weekly gatherings happens in their present and on their territory. So there are going to be many opportunities to educate the kids informal about food because the parents are collecting healthy food in their present. Not only the parents but also the kids will meet the producers of their food. Schools are as a participant in this project well placed to give a more formal but meaningful education about health, the environment, sustainable agriculture and respect for food. In addition the schools can of course take advantage of the weekly gathering to order for school meals. The winners in the story that The food Assembly already created will be increased to other segments of our societies.

To conclude: Do your organisation want to promote their values to a bigger audience? Do you want to involve other actors in the society? Innovate and grow through The School Assembly.