

Food Flagship Initiative: demonstration projects



About the Food Flagship Initiative

London is one of the Ellen MacArthur Foundation's three Strategic Partner Cities, working to accelerate the transition to a circular economy.

The Food Flagship Initiative is a major three-year venture to demonstrate how a circular economy for food can be achieved in London. Building on work already being undertaken by the Mayor of London, London's boroughs and ReLondon, the initiative will design and deliver interventions and evidence-based policies to reduce consumption-based emissions from food and bring together a consortium of public and private stakeholders to implement pioneering circular food system solutions. The aim is to lead a transformational shift towards a healthy and sustainable food system.



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Demonstration projects

To realise a circular economy for food in London - and the economic, environmental and health benefits associated with it - unprecedented action is needed across the food system.

The Food Flagship Initiative is looking to recognise and showcase bold and ambitious demonstration projects that pioneer circular food system solutions across the three principal building blocks (or pillars) of a circular economy for food in London.



Aims

1

Recognise and provide support to existing circular food projects.

2

Showcase and amplify projects.

3

Spark new circular food demonstration projects.

Three pillars of a circular economy for food

Demonstration projects will be aligned to and contribute to achieving one or more of these three pillars.

Pillar 1

Food is grown using agroecological practices, and locally where possible.

Pillar 2

Healthy and sustainable food items and menus are prevalent.

Pillar 3

Food waste is eliminated wherever possible, and unavoidable food waste is recycled back into productive use.

Examples of potential demonstration projects



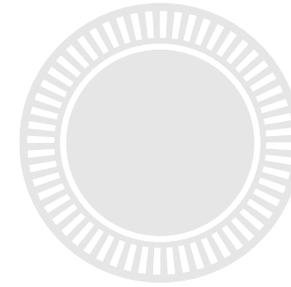
Pillar 1

A group of retailers working collaboratively with its supply chains to source more locally grown food.



Pillar 2

A London borough taking action to reduce the environmental impact of school meals.



Pillar 3

A university working with a bio-economy innovator to start on-site food waste treatment.

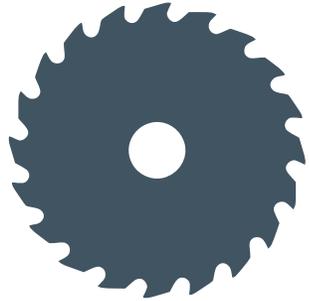
Sparking a food revolution

Your demonstration project could be developing and testing a promising idea, or growing and scaling for transformation. Either way, it will help spark a food revolution in London while delivering measurable reductions in CO2e emissions.

Whether you're a university sourcing local and organic food on campus, a London borough taking action to reduce the environmental impact of school meals, a supermarket undertaking a household food waste reduction campaign, or a bio-economy innovator cycling food waste into nutrient-rich fertiliser, we want to hear from you!



What you can expect from us



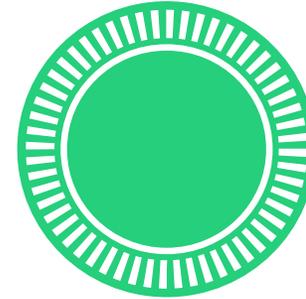
Amplification

We'll promote your project on our webpage and across our social media channels. We're always on the hunt for promotional opportunities and may invite you to showcase your project and/or speak at events. We'll also work with you to produce a short case study to share with our key audiences in London, the UK and around the world. You'll also get to use a special demonstration projects status 'stamp', subject to terms and conditions.



Connections

We'll help leverage our networks to support your needs. You will be invited to join the Ellen MacArthur Foundation's community and become part of a global movement accelerating the transition to a circular economy. Whether you are looking to scale your activities or explore new circular economy collaborations we will help leverage direct introductions relevant to your needs.

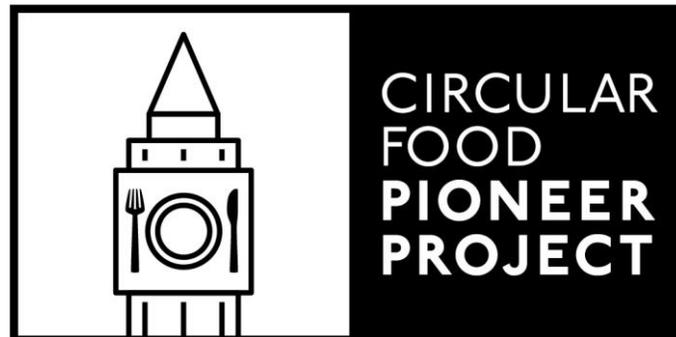
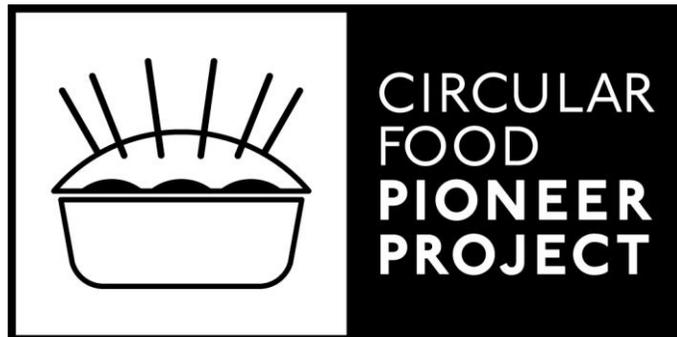
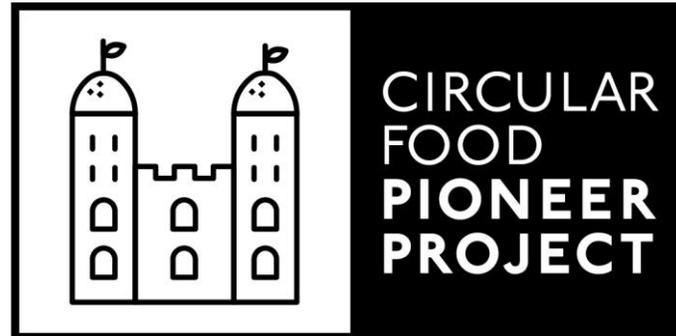
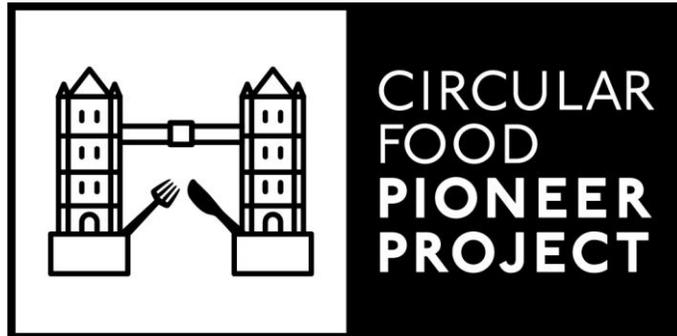


Support

You will join a cohort of leading demonstrator projects, receiving peer-to-peer opportunities as well as the combined expertise of ReLondon and the Ellen MacArthur Foundation. We'll arrange regular one-to-one catch ups with you to help with strategic direction, provide key insights, and share resources relevant to your activities in London and the circular economy.

Demonstration projects status ‘stamp’

Demonstration projects will be able to use our special status ‘stamp’, subject to certain terms and conditions.



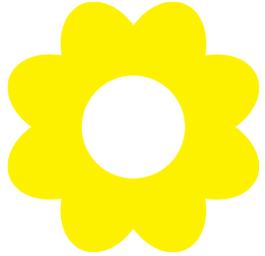
Apply now!

To become an official Food Flagship Initiative demonstration project, we first need you to complete our [application form](#).

This is so that we can gather information on your demonstration project, ensure it fits with our criteria, and carry out any necessary due diligence.



Things to note before applying

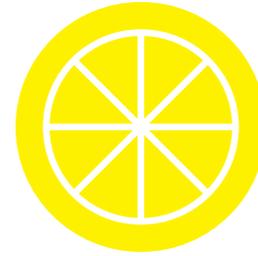


Three pillars

You'll need to be able to show how your demonstration project contributes to achieving at least one of the three pillars of a circular economy for food (see page 5).

Location

Your demonstration project should be located within the Greater London region.

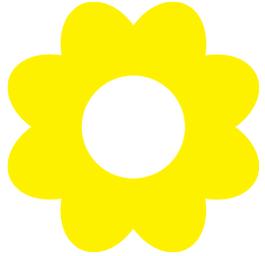


Selection criteria

We will select demonstration projects using the following criteria:

- Cross value chain collaboration
- Scalability or replicability
- Potential impact
- Innovativeness
- Feasibility

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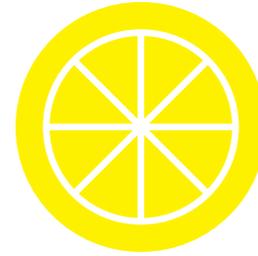


Paperwork

Demonstration project participants will be asked to sign an MOU with ReLondon, which sets out how we're working together, our expectations of you, and terms and conditions around use of our special status 'stamp'.

Case study

At some point, we'll want to shout about your project and help you amplify your impact! We'll provide you with a form to fill in, which we'll use as a basis for drafting a case study on your project. This will be published on the ReLondon and the Ellen MacArthur Foundation websites.



Data protection

We will not disclose any of your personal data or confidential information without your permission beyond ReLondon, the Greater London Authority and the Ellen MacArthur Foundation.

Finance

The Food Flagship Initiative is unable to provide direct financial support to demonstration projects. We may be able to provide introductions to relevant parties but it will be the responsibility of demonstration project participants to pursue any funding opportunities.