Ambassadors Programme
January 2017

Final Report

Report authors:
Eden and Sustain
# Contents

1. **Summary**  
   04

2. **Learning and insights**  
   09
   This section of the final report details the insights and learning gained during the following phases of The Crunch Ambassadors programme:
   - Ambassador Recruitment and registration process  
   - Website – Event sign-up and Ambassador Profiles  
   - Networking day content development  
   - Ambassador Events Feedback Summary  
   - E-Newsletters  
   - Webinars  
   - External research  
   - Key strengths of the programme  
   09

3. **Ambassador Case Studies**  
   18
   Some of the fantastic activities Ambassadors have organised using The Crunch resources.
   - England  
   - Scotland  
   - Wales  
   - Northern Ireland  
   18
Ambassadors Programme Summary

The Ambassadors programme ran from the launch of The Crunch website in October 2015 until December 2016. In total 915 adults from across the UK have signed up as Ambassadors against a target of 500. Eden Project and Sustain worked in collaboration on the programme, utilising skills, experience, existing networks and contacts to recruit Ambassadors UK wide, develop bespoke content and deliver 15 networking days, three webinars and 11 Ambassador e-newsletters. Subsequently, our Ambassadors have actively promoted The Crunch within their networks and communities, getting people talking about our food, our health and our planet throughout 2016.

Ambassadors have done a wide range of activity from supporting science and discovery centres to deliver The Crunch activities for families to sharing schools science kits with local libraries in Tameside, promoting the resources for schools at an event for head teachers in Glasgow and at a Science Technicians conference in Northern Ireland. Ambassadors have told us they have used The Crunch drama resources to deliver a community play in Liverpool, have run the Forgotten Foods quiz we developed at an Apple Day event in Suffolk, and used the Food Chain activity with a primary school gardening club in north London. These examples and the case studies in this report provide a snapshot of the fantastic work Ambassadors have collectively done to support The Crunch initiative through 2016.
Fifteen networking days took place across the UK between March and July in locations which overlapped with the Sustainable Food Cities Network and the Science and Discovery Centres supporting the delivery of The Crunch programme for families.

Bespoke activities and content were created for the networking days, designed to inform Ambassadors about their role in the overall Programme and to inspire them about how to kick start conversations around food, health and the planet in their local networks and communities. The days were made up of seven key sessions including an introduction to the wider programme, with specific focus on demonstrating The Crunch primary and secondary schools kits, and Ambassadors’ resources including the Food Timeline game, Forgotten Foods quiz and Food Connections activity, as well as sessions on how to engage different audiences. The resources created for the programme can be downloaded from thecrunch.wellcome.ac.uk/ambassadorresources

The networking days took place on a mix of Fridays and Saturdays and ran from 9.30am–4.30pm in local community venues.
‘I will take away these fantastic resources and new ideas on setting conversations around food, health, people & planet. Also new connections – colleagues & friends via the Ambassadors network.’

Vera Zakharov (Ambassador & attendee at Brighton Networking day)

Refreshments were supplied at the days including a ‘waste food’ lunch at each venue. This was supplied by the Real Junk Food Project in the majority of locations and was perfectly aligned with the aims and messages of the day around food and sustainability.

At the end of each networking day we conducted internal research via paper questionnaires. Feedback from Ambassadors attending was incredibly positive with 96% of participants rating the events as “Good” or “Excellent” overall. Data also showed that 96% of Ambassadors who attended networking days said they felt confident to talk about The Crunch and issues around food to others, whilst 92% said they felt inspired about how they could contribute to The Crunch programme as an Ambassador. When we asked Ambassadors about what their expectations prior to attending and what they actually took away from the days, expectations were predominantly matched or exceeded. The word clouds below provide more detail:

‘[The Crunch] Programme is clear, well communicated with passion, good ideas translated into practical resources which can be easily used’

Annie Merry (Ambassador & attendee at Liverpool Networking day)
In addition to the networking days, The Big Lunch Extras (BLE) community camp at Eden in September was themed around food, for individuals interested or involved in food projects within their own communities. The Crunch plenary sessions and workshops were run for 61 attendees over the weekend as well as a Disco Soup event using waste vegetables from one of Eden’s suppliers. The Disco Soup session also engaged members of the public visiting Eden as well as BLE participants and was thoroughly enjoyed by everyone, showcasing the type of activities that can really work to engage communities with food and sustainability issues.

Support for Ambassadors continued through the autumn with a series of three webinars in conjunction with the Sustainable Food Cities Network on engaging different audiences: young people, older people and families. These events were promoted through the ambassador newsletters and social media channels (Eden, Sustain, Wellcome Trust, Sustainable Food Cities and The Crunch).

Throughout the delivery phase of the programme (March–December 2016), monthly e-newsletters were sent to ambassadors, giving further information and opportunities on how to get involved in wider aspects of The Crunch, as well as equipping them with information about relevant food and sustainability events to attend and ongoing opportunities to get involved in other local or regional initiatives around food, health and the environment.
Learning and insights

Ambassador Recruitment and registration process:

Both Eden Project and Sustain have a large number of existing contacts within the food and environment arena (in particular Sustain’s members, Sustainable Food Cities (SFC) network and Eden’s Big Lunch, Big Lunch Extras and Eden Project e-mailing lists) and this was key to the successful recruitment of nearly double the original target number of Ambassadors. We recruited the set target of 500 Ambassadors early on in the programme and it was only recruiting Ambassadors from within the agriculture sector that proved to be the most challenging. We believe the time taken travelling to urban centres for the networking days was a limitation for individuals working in this sector.

Whilst recruitment was targeted, registering to be an ambassador was an open process, with individuals completing an online sign-up form on The Crunch website. During the sign-up process 62% of Ambassadors said they were involved in other networks and associations whilst nearly 90% said they were already involved in engaging other people in food and drink. A huge range of examples were provided; from permaculture in prisons to running a healthy eating YouTube channel.

The Ambassadors were a diverse group, speaking 52 different languages collectively, 46 of these languages to a fluent level. Sign-up data also showed Ambassadors came from a wide range of backgrounds, experience and education levels, as detailed below:

NB. More than one category of employment from the list was often selected (average = 2.1) showing a breadth of interests across the cohort, however sign-up did not allow Ambassadors to allocate a category as primary or secondary so hierarchy of interest fields is unclear. Third sector includes: charities, NGOs, community projects, Government includes national, local, and councillor or employee.
Due to the open nature of recruitment and the variety of activities people could be encouraged to do to support The Crunch, it was agreed that there would be no entry requirements or role profile set for Ambassadors. As such the definition of an Ambassador remained loose, with “Helping kick start conversations about food, our health and the planet” the key descriptor used to define the role online and offline through the project. Taking this approach enabled us to achieve our target of 500 Ambassadors by March 2016.

Conversely the wide-ranging spectrum of skills and experience that the open process enabled us to recruit did add challenges e.g. developing content suitable for both very well connected and experienced individuals as well as those who needed more significant hand holding through the process. For those less connected and more inexperienced Ambassadors a more prescriptive approach that detailed what, when and how to deliver specific activities would have been an advantage. In particular some Ambassadors struggled with finding an audience with which to engage. Other Ambassadors struggled to adapt and apply the resources from schools and families work streams for a different audience – for example the primary school science kits and plays did require significant adaptation for a non-classroom environment (e.g. time constraints or the wider relevance of some of the heavily curriculum-based activities).

The lack of a tightly defined role profile for Ambassadors was also a limitation to some individuals, especially those without an existing audience or network at which to run activities and the requirement for more prescriptive detail on the Ambassador role was raised in some post-event feedback. A learning and recommendation for any similar programme in future would be to ensure the role of an Ambassador is more prescriptive and the ‘ask’ from individuals is more structured, for example around the type, number and frequency of suggested actions.

Website – Event sign-up and Ambassador Profiles:

The Ambassador section on the website was interactive and looked good, however, there were a few functionality teething problems which blighted usability for Ambassadors. A significant delay of several months at the start of the programme between sign-up opening and ambassador profiles going live meant many Ambassadors did not subsequently logon and update their profiles (despite repeated prompts to do so).

Another factor was that not making a photo a requirement meant many of the profiles appeared very ‘empty’ especially on the main Ambassadors profile page (pictured below). This would be a simple recommendation for a future programme. A further learning was around requesting Ambassadors to upload their planned activities. This additional step was not completed by many Ambassadors, who despite running events and activities tended not to take the extra step of updating their profile.
The search functionality on the Ambassador section was inconsistent throughout the life of the programme, making it hard for Ambassadors to search for others local to them and unfortunately this also made it hard for schools to find local Ambassadors to request for support. As there was no alternative Ambassador discussion forum or Facebook group for them to communicate via, this was a significant limitation for Ambassadors to network and share ideas, activities and support. However, we supported those ambassadors who contacted us directly to find other local Ambassadors by searching the database directly for them. One such enquiry came from an Ambassador in Northern Ireland in early June who emailed to say:

‘I’m finding it quite tricky to use The Crunch website – there doesn’t seem to be any way of contacting all the Ambassadors and having a group discussion, everyone puts different contact methods making it difficult to get things moving.’

Kerry Melville, Ambassador & attendee in Belfast

A learning for future programmes would be improving website functionality for enabling local Ambassadors to connect with each other. This networking, especially face to face was a key outcome of the networking events. It would also be helpful for Ambassador profiles to display which network day a person attended and to be able to search via this field.

A further learning regarding Ambassador data was that the lack of a central content management system (CMS) for the programme did increase the level of administration for event bookings, dietary and access requirements, reminders, confirmations, cancellations and final delegate lists as the data was all stored separately to the sign-up data. Our recommendation for a future programme would be the use of a central CMS system to enable event attendee lists to be drawn off the database daily in the run up to events and linked to an e-comms system. This would enable clear tracking of Ambassadors, who had signed-up/cancelled/attended/dropped out from each event and tailored comms could be sent without creating lists manually.

Networking day content development:

Networking day content and resources were well received with 99% of attendees rating the activities, and 98% rating the materials, as either “Good” or “Excellent”. The resources were jointly devised by Eden and Sustain and were created ready for the first networking day in March.

The number of shared content development sessions between all the delivery partners could have been increased. One recommendation for future projects would be to organise one shared advisory group for the whole initiative and a shared pool of baseline content and research information that all partners could draw on to engage different audiences at different levels. We contributed to the content charrette convened by the Association of Science and Discovery Centres (ASDC) and we think that more approaches like this would have been beneficial to the whole Initiative. This would give more opportunity for Ambassadors to mix and match activities in different situations under a linked theme and help to define more of their role.

The Ambassadors programme was sensitive to the timelines of the other work streams because the training needed to include content for all of the audiences reached by The Crunch.
Delays to some of the kits being received by schools meant that in some areas Ambassadors were not able to put their training into practice soon after receiving it and may have lost enthusiasm for approaching schools.

Ambassadors taking part in the Food Timeline Activity

Ambassador Events Feedback Summary:
By July 2016, 805 individuals had registered as Ambassadors for the Crunch (as at 08/12/16). Of these 588 people (73%) registered their interest to attend a networking event. For a variety of reasons 33% of those who had registered to attend a networking day cancelled prior to the event, (when reasons were cited, ill health, family and work commitments were the most common). Of those still registered to attend events, a further 30% dropped out on the day, again, where given the most common reasons were ill health, and family/childcare and work commitments.

Sign up data as at 31.07.16

<table>
<thead>
<tr>
<th>No. of Ambassadors</th>
</tr>
</thead>
<tbody>
<tr>
<td>805</td>
</tr>
<tr>
<td>588 (73%) registered their interest to attend a network event.</td>
</tr>
<tr>
<td>Still Registered to attend (day before)</td>
</tr>
<tr>
<td>395</td>
</tr>
<tr>
<td>Of the 395 who were still registered to attend a further 30% dropped out on the day.</td>
</tr>
<tr>
<td>Actual Attendance (from sign-in sheet)</td>
</tr>
<tr>
<td>221</td>
</tr>
<tr>
<td>This represents 38% of the originally interested in attending or 27% of all Ambassadors.</td>
</tr>
</tbody>
</table>

However 33% of those who registered to attend cancelled.
In total 221 people attended events. A key learning for future programmes would be to ensure the gap between recruitment and launch is kept to a maximum of a month so that the commitment was still fresh in people’s minds. In addition some research into whether covering travel expenses to networking days would help with reducing cancellations and last-minute no shows, or conversely a (refundable) charge to ensure greater buy-in, could be considered.

The charts below give a summary of networking day event feedback; full details can be seen in the evaluation presentation in Appendix 1. When asked how satisfied they were with various aspects of the event, participants said:

- 99% said they were ‘somewhat’ or ‘very’ satisfied with activities
- 98% said they were ‘somewhat’ or ‘very’ satisfied with the materials
- 99% said they were ‘somewhat’ or ‘very’ satisfied with the venues
- 99% said they were ‘somewhat’ or ‘very’ satisfied with staff

When asked to rate the individual sessions during the networking days, participants said:

<table>
<thead>
<tr>
<th>Session</th>
<th>Rated “Excellent” or “Good”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>95%</td>
</tr>
<tr>
<td>What’s your widget</td>
<td>94%</td>
</tr>
<tr>
<td>Food Timeline</td>
<td>95%</td>
</tr>
<tr>
<td>Food Connections</td>
<td>94%</td>
</tr>
<tr>
<td>Forgotten foods Quiz</td>
<td>92%</td>
</tr>
<tr>
<td>Engaging with the Crunch Programme</td>
<td>90%</td>
</tr>
<tr>
<td>Engaging with different audiences</td>
<td>86%</td>
</tr>
</tbody>
</table>

Ambassadors were also asked how likely they would be to recommend the Ambassadors programme on a scale of 1 to 10. A very strong level of recommendation was given, with an average score of 9.2.

Below, are some reasons people gave for recommending The Crunch Ambassadors programme:

‘[The Crunch] Programme is clear, well communicated with passion, good ideas translated into practical resources which can be easily used.’

Annie Merry, Ambassador & attendee at Liverpool
‘[The Crunch] gets you to think outside the box. It will involve everyone whether they know it or not.’
Lucinda Spelman-Ives, Ambassador & attendee at Bristol

Ambassadors attending networking events were also asked how much they agreed or disagreed with the following statements:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I learned something new about the connections between food, health and the environment</td>
<td>85%</td>
</tr>
<tr>
<td>I came away thinking about food and drink in a different way</td>
<td>73%</td>
</tr>
<tr>
<td>It gave me the opportunity to make new connections with people</td>
<td>96%</td>
</tr>
<tr>
<td>I felt able to get involved throughout the whole event</td>
<td>96%</td>
</tr>
<tr>
<td>I feel confident enough to talk about The Crunch and issues around food to other people</td>
<td>96%</td>
</tr>
<tr>
<td>I have enough information to be able to get started with being an Ambassador for The Crunch</td>
<td>94%</td>
</tr>
<tr>
<td>I feel inspired about how I can contribute to The Crunch programme as an ambassador</td>
<td>92%</td>
</tr>
</tbody>
</table>

When asked for further suggestions and other comments, the most frequent feedback mentioned was Ambassadors wanting more clarification on the wider The Crunch initiative and of the Ambassador role. Some Ambassadors (generally those with less experience) wanted a more prescriptive guide on how to set up and run their own events for The Crunch and many expressed a desire for their own printed resources, such as the Food Timeline cards. Several Ambassadors vocalised a need for ongoing support after the events: including resources for adults, more training, toolkits for engaging groups, follow-up events as well as a desire for follow-up network events to share local opportunities and experiences. It was universally acknowledged that Ambassadors really valued making local connections and many had a desire to keep in touch or join forces with people they met. Finally, many Ambassadors wanted to understand more about the longevity of The Crunch programme.
E-Newsletters:
The newsletters and webinar series was the mainstay of the ongoing support for Ambassadors. Monthly newsletters were sent to all Ambassadors, giving further information and opportunities on how to get involved in wider aspects of The Crunch, cover an opportunity in each nation, and a variety of events. An inspiring case study showing a fellow ‘Ambassador of the Month’ was also included. Newsletters were very well received with significantly higher levels of open rates than the industry average at an average of 49% of opens (peaking at 66% open rate for the first Ambassadors newsletter in March), illustrating how engaged the Ambassadors were to hear more about the programme.

Aside from the monthly newsletters, the bulk of communications to Ambassadors were around the networking days. Personalised event reminder emails were sent one month, one week, three days and one day prior to each event with SMS reminders sent to those individuals with phone numbers one month, one week and the day before as well. Follow-up post-event emails were also tailored, with ‘Thank you for coming’ or ‘We missed you’ emails sent to attendees and cancellations/no shows. This level of communication was much higher than expected due to the higher rate of drop out from original registering of interest in the events but was effective in ensuring the majority of those cancelling did so with a reasonable amount of notice allowing us to utilise waiting lists for oversubscribed events and push further last-minute recruitment where needed.

Webinars:
A total of three webinars were organised in conjunction with The Sustainable Food Cities Network. The central theme was engaging people using food but covering health and the environment as well. The hour-and-a-half webinars were free to attend, had top tips on engagement and gave the Sustainable Food Cities the opportunity to showcase some projects and share key findings with others. It was also an opportunity to further inform people about The Crunch. They were publicised via the Ambassadors newsletter, Sustainable Food Cities network and newsletter, Sustain’s calendar and Eden contacts.

Three webinars organised:
- Engaging Younger People 16th Sept – registered 62, attendance 34
- Engaging Older People 12th Oct – registered 31, attendance 18
- Engaging Families 22nd November – registered 34, attendance 20
The Crunch

Learning and insights

The webinars were also recorded and although we can’t report on downloads there have been over 550 visits to the pages on the Sustainable Food Cities website so the reach is much greater than those attending on the day. Overall the webinars were a very useful and cost-effective way of providing another touchpoint of support to those ambassadors requiring more support and could be a good way to provide ongoing support into 2017.

External research:

Opinion Leader: There was some confusion from Ambassadors around the paid survey distributed by Opinion Leader in November 2016. Ambassadors were contacted by the e-newsletters and the Eden team for personal feedback on their activity for The Crunch all in an unpaid capacity. However Opinion Leader were also contacting Ambassadors to conduct in-depth interviews. The completion of these interviews was incentivised by a cash payment of £20.

Key strengths of the Ambassadors programme have been:

- The recruitment of a large number and wide range of Ambassadors created in a network that spanned the whole of the UK.
- Effective creative collaboration between Eden and Sustain.
- The delivery of 15 high-quality networking days to a diverse group of Ambassadors.
- The creation of effective network events with new and interesting resources on a highly complex topic.
- The unique responses of Ambassadors to the content and audiences they were trying to reach.
- The new relationships formed between Ambassadors and our own organisations.
Ambassador Case Studies
Joanne told us, “As a teacher I have been able to use several of the ideas from the networking event. In particular I used the timeline cards in an activity for students during a Curriculum Day event which included a visit from Alzheimer’s Society/Dementia Friends and talking about food memories. I made an additional card about the first series of I’m a Celebrity and the introduction of ‘bush tucker’ challenges. I bought some mealworms and crickets etc. and was able to get them talking about sustainable food sources. Great fun!

I also had mealworms available when we had our school open day and have promised the sixth formers they can make brownies with mealworms in at some point. I have bought a Lucky Iron Fish and have that on display in my classroom which generates lots of discussion. He’s called Fe-lix. As we continue through this school year I will be using a lot more of the resources. The Crunch resources for the debate about energy drinks and the chicken/campylobacter videos are things I will definitely use.

My school also took part in the BBC microbit/Big Food Survey and we were featured in a local newspaper.”
Lee Jowett

Environmental Education Co-ordinator for Leicester Council, Lee Jowett brought together 23 staff from 19 primary schools in Leicester to show them how to use The Crunch schools resources and teach them about other free support programmes. Lee's role encourages and supports schools to become centres of sustainable learning. At the event, staff had the opportunity to practically use some of the materials and plan how they will use them back in school.

Lee added, "Whilst teachers love the boxes once they had them, I found it was important to explain that The Crunch box was delivered to the 'The Science Coordinator' in primaries and 'Head of Biology' in secondary schools."

Thanks to Lee, this piece promoting The Crunch schools kits was included in the EcoSchools July newsletter.
Pinky Raychaudhuri

Pinky is part of a Hindu Indian charitable organisation called Liverpool Balgokulam, where she has engaged members with The Crunch to talk about food.

Pinky told us: "We are planning a community event where we will present the following Fields and Fields and Fields by Jonathan Hall and For Richer, For Poorer by Adam Hughes. We are also planning some hands-on activities at events such as: It’s a wrap, sugar in everything, making a balanced diet, potato variations and starch content. All the members are very enthusiastic about the event and the children have chosen their favourite roles. Unfortunately, we don’t have a fixed date as yet since I am trying to get a grant to meet the expenses and haven’t succeeded as yet, we are hoping the event will take place in spring 2017!"

Helen Sharp

Helen is a Project Leader at Academy FM Folkestone and attended The Crunch networking day in Brighton in July. Helen who runs Academy FM Science Communication project with local schools told us:

“I did a great experiment with some Year 8 boys in the summer where we fed energy drinks to potted herbs. It’s great. You watch the plant as you feed it the drink and you can see the plant shaking for about 30 minutes. We decided to keep both plants (the one fed with energy drink and the other fed with water) for a week to see if we could tell them apart by the following week. The energy drink-fuelled plant turned a nasty shade of green/orange and the leaves curled up. The other plant looked perfectly healthy. It was a great illustration of the importance of getting the right nutrients in our diet.”
I also did a discussion with Year 8s on bread. We made a sourdough starter, and also a starter with yeast and discussed the ingredients needed to make bread. The following week, I brought a loaf of sourdough and a normal loaf in for comparison. The children had never tasted sourdough before and were all of the mind it tasted better than the white, sliced loaf. The texture was completely different. They liked the fact it held its shape better than the sliced loaf and marvelled at the few ingredients needed to make such a tasty staple of our diet.

I’ve recorded the secondary age play with a group of Year 9s and had an interesting discussion on food mileage, and seasonality of foods. It was hard to find a solution to not eating strawberries all year round. ‘If you like strawberries, you should eat them!’ ‘You want us to eat fruit, you can’t just tell us not to eat what’s in the supermarkets just because it comes from far away!’ I’m not sure how their habits will change, if at all, but the discussion was interesting.

I ran a Tudor Science session for some Year 3s and 4s (7–9 year olds) where we discussed the diseases sailors had when on voyages around the world. We salted meat and compared it a few days later with a piece of fresh meat. We discussed what was happening to the meat and how this could still be nutritionally vital to people where meat was scarce. We also discussed how to preserve fruit and the importance of vitamin C in our diets. We looked at the problems of scurvy and the symptoms – children love a bit of gross detail! – and discussed how to get enough in our diets. We also discussed the importance of eating a variety of foods so that our bodies can get the most nutrients out of the foods we eat.

I have dissolved the shells of eggs for quite a few groups I’ve met – including doing two groups of Year 5s tomorrow. The children love this session as we end it with seeing if the eggs will bounce better than an egg with its complete shell...

In November I also chaired a session at the Folkestone Book Festival with the author Bee Wilson, talking about her latest book How We Learn To Eat.”
An Ambassador for The Crunch, Robyn Hopcroft, worked with other staff members and volunteers to deliver activities related to The Crunch at outreach events hosted by the Museum of English Rural Life (MERL) in Reading. Robyn said:

“I've had positive feedback on all of these events and people have been really willing to get involved with hands-on activities including:

**The Big Band Lunch, 5 June** – the Reading University version of a ‘Big Lunch’. Here we ran some activities adapted from The Crunch Families Programme. The activities were oat rolling, sunflower oil pressing and edible insect tasting. We ran a double blind tasting of normal vs. cricket flour brownies and found that only 60% of people could tell which brownies had cricket flour.

**East Reading Festival, 19 June**: We ran a children’s make-and-take design milk carton activity. This gave us a chance to chat about our dairy collections and Reading University as a centre for dairy nutrition research (i.e. talking about how researchers are working on ways to change the nutritional value of our food).

**Highdown School Science Fair, 19 July**: We ran edible insect and cricket brownie tasting, and had some insect-related museum items to highlight the many roles of insects in agriculture. Pupils were surprised that insects are eaten as part of people’s diets in other countries and intrigued by the idea that we might start eating them more here. Many pupils came back for seconds! This was also an opportunity to highlight The Crunch kits and other resources to teachers.

**Berkshire Show, 17–18 July**: MERL ran several food and nutrition-related activities at the Berkshire Show as part of the University of Reading’s ‘food chain and health’ marquee. These activities included oat rolling, a milk carton design make-and-take activity for children and a section on the ‘future of food’. The ‘future of food’ area included edible insect tasting, food fortune cookies (with future of food predictions developed by the University’s food and nutrition experts), and an engaging amaranth-themed participatory art project delivered by Greer Pester for the First Food Residency. The University’s stand won awards for Best Trade Stand and Best Large Trade Stand.”

(Read more [here](#) (NB images are copyrighted)
Robyn added: ‘I’ve also loaned The Crunch resources to other staff to use at a few other events including:

- **Whitley Wood Community Association event, 25 August** (science-themed event for local families) – oat rolling

- **University of Reading Fresher’s Fayre, 20 September** – oat rolling was used to show prospective science engagement volunteers the kinds of activities they might help deliver

- **Reading Town Meal, 1 October** (food-themed family day) – edible insects

We also blog about food and food production at The MERL in connection to our collections (e.g. I have a science engagement volunteer currently working on a post about beekeeping). I am currently working on some educational resources for our website and, where relevant, I’m hoping to embed The Crunch videos and link to The Crunch website as a source of further information and activities. Now that the museum has reopened after a huge redevelopment, people can take a look at the galleries which highlight various issues around food and agriculture that would relate to The Crunch themes. They can also play digital interactive games that revolve around issues such as food seasonality and food security. There will also be scope to run food-related activities at the museum now (e.g. half-term activities in our learning studio, etc).’
Victor Kuri

Dr Victor Kuri, Lecturer in Food Quality at Plymouth University, attended The Crunch networking day in Cornwall in March. He returned to join the team at Eden Project as an Ambassador to help the team deliver activities for The Crunch at the Festival of Hope in November.

Victor said: "We delivered hands-on activities for families including oat rolling, the Story of Chocolate, smoothie making with waste fruit and the pedal power bike and an Eden chef made Insect Sushi! It was great fun, well organised and was a fantastic way to really engage families in food, health and the planet. Insect Sushi really got people talking and thinking about the possibilities of insects as protein in our diets."
Scotland

Jill Muirie

Having attended The Crunch Networking Day in Glasgow, Jill Muirie, Public Health Programme Manager at Glasgow Centre for Population Health, attended an event for Head Teachers from all Schools across Glasgow in September where she spoke about and demonstrated The Crunch Schools resources.

Jill explains: “There was a great deal of interest with many schools recognising the resource and aiming to go back and pull it out and use it. Others, however, were keen to use it but thought they had not received it. Once I gave Wellcome the details we chased up who had signed for the boxes and located nearly all of them! I believe they are continuing to be used.”

Laura-Alexandra Smith

(University students)

Laura, STEM Advisory Network Officer at Glasgow University, organised an Ambassadors training day for students in July. The students were shown The Crunch schools boxes, and prepared to go into local schools to help deliver the activities when the Scottish schools started back in the late summer/early autumn. Attendees included 20 STEM Ambassadors and representatives from Zero Waste Scotland and the Scottish Food and Drink Federation (SFDF).
Wales

Jane Blank

Jane attended the Cardiff networking event and has really got behind The Crunch.

She tells us more: ‘I am Population Matters Education Group Coordinator, and I am very pleased to say that the charity has really got behind The Crunch. The Board gave me and my team (four of us are registered Ambassadors for you) a 45-minute slot to ‘sell’ The Crunch at the October AGM. We had run a pilot, reaching about 540 pupils from years 4–8 and created more online and actual resources for the project.

Our Chief Executive, Simon Ross, has instigated funding applications from bodies such as the Esmee Fairbairn Foundation, Big Lottery (both England and Wales – two of our ambassadors are able to deliver in Welsh) and the CHK Trust.

We have been inundated with invitations since making contact with a very dynamic learning Consultant for Science working for Enfield. He has invited us to give talks to encourage The Crunch take up at ‘cluster’ meetings. We are talking to Secondary Science teachers and (40!) Primary teachers in November. He has also passed our details on to other Coordinators/schools in the Greater London area and my team has already delivered The Crunch sessions, with more booked in for later in the term. We are booked as far as next March and seem to be limited only by time constraints (we are all volunteers) and lack of Ambassador funding!’
Alison Scott

Alison attended the Ambassador Networking event in Belfast. As a Biology Technician in Coleraine Grammar School she was very interested in encouraging the use of The Crunch Science Kits.

Alison told us: “In June I held a technician meet at my school and we looked at the content of the secondary box and did some of the Ambassador resources like the food timeline and forgotten foods. In September I spoke at a local Association of Science Educators (ASE) Teach meet and displayed the boxes and showed them the video from the website, it was quite quick, but they were very interested! In October I held a Biology week with Key Stage 3 (aged 11-14) at lunchtimes watching videos from The Crunch website on water use, bees, and climate change. We made hydroponics with radish seeds, made lolly stick bees and were very entertained with a ‘Gums to Bums’ demo by me.

I have really enjoyed using the stuff and hope to keep using it after the year is out – it is such an important topic with many issues.”
Ambassador Gill Gallagher attended the Belfast networking day. Gill ran lots of The Crunch activities at a Teddy Bear’s Picnic Big Lunch at Brook Hall in June.

Gill tells us more: "The event was a great success and all the effort that was put in, really showed in terms of how smoothly it ran and the positive feedback received from those who attended it (verbal and Facebook). I was fortunate to have had a wonderful tent all to myself to talk about The Crunch. The photos show the display along with the posters which I had designed specially to promote it. Despite the rain, I didn’t have a moment and was busy from start to finish which was fantastic. The kids and parents were really enthusiastic to learn more about the different posters and bits on display. Needless to say the wiggly worms were a huge hit! Some of the little girls wanted to take them home as pets and kept coming back to hold them which was great. It was also very fitting that some of them had been learning about insects in school so were really keen to talk about them. I also designed a ‘pancake poster’ (below) as a means of explaining where food comes from and how there is an important cycle which makes it happen. I thought it was interesting that all the kids knew where the eggs and milk came from but very few knew about wheat.

I was delighted to play a small part in The Brook Hall Teddy Bear’s Picnic Big Lunch as an ambassador for The Crunch. I think it is a fantastic concept and you should be very proud of what it has achieved across the UK.”