

Workshop 1: Identifying and communicating your value

Urban food production is essential in the transition to more sustainable cities. However, a huge obstacle for producers is convincing customers of the value of their work and products. This workshop will focus on identifying and communicating that value. Specifically, we will look at how your work fits into the larger progress happening within the food system in Oslo, how you can align your own personal values and goals with those of your project, and how to communicate this value to the external world. The concept of value is the most important starting point in developing a strong case for economic sustainability, as value can be transferred into other resources you need, both financial and social.

Date: 30th of September.

Time: 16.30 - 19.00.

Location: Linderud gård, Trondheimsveien 319, 0593 Oslo.

Language: English and Norwegian.

Food will be served during the workshop.

AGENDA:

16.30 - 16.45 Registration of participants

16.45 - 17.00 Greetings from the organizers and introduction

17.00 - 17.20 The One Page Personal Plan - How writing down our goals can turn them into reality

17.20 - 17.30 Coffee break

17.30 - 18.40 Business Model Diamond to identify and communicate the value of your organization

18.40 - 19.00 Evaluation and wrap-up by the organizers