
Finding Sustainable Economic Models in Urban Agriculture

WORKSHOP 2: Enhancing customer relations and strategic partnerships



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AGENDA WORKSHOP 2: 21st of October 2021

16.30 - 16.50 Greetings from the organizers and introduction of participants

16.50 - 17.30 Connect with customers via social media and communicate the value of your work

17.30 - 17.40 Coffee break and wrap

17.40 - 18.00 Get Noticed - How to Attract Media

18.00 - 18.45 Developing a strategy for partnerships

18.45 - 19.00 Evaluation

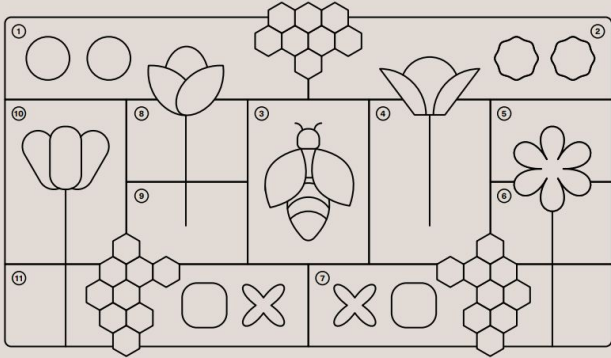


Round of Introductions

- **Name of your Edible City initiative, organization or business**
- **What do you sell? Products and/or services**
- **To whom?**
- **Why is your product or service valuable?**

EDIBLE CITY SOLUTIONS CANVAS

GROWING JOBS IN URBAN AGRICULTURE



PLAYBOOK

[Download here](#)

01 DESCRIPTION OF IDEA/CONCEPT/ORGANIZATION		02 VISION & MISSION		
10 KEY PARTNERSHIPS	08 KEY ACTIVITIES	03 VALUE PROPOSITION	04 CUSTOMERS	05 COMPETITORS
	09 KEY RESOURCES			
11 COST STRUCTURE		07 REVENUE MODEL		

Finding Sustainable Economic Models in Urban Agriculture

Workshop 1: Identifying and communicating your value. Date: 30th of September (from 16:30 to 19.00). Location: Linderud gård in Oslo.

Workshop 2 - Enhancing customer relations and strategic partnerships. Date: 21st of October (from 16:30 to 19.00). Location: Linderud gård in Oslo.

Workshop 3 - Focusing activities and resources for financial sustainability. Date: 11th of November (from 16:30 to 19.00). Location: Linderud gård in Oslo.



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Workshop 2: Enhancing customer relations and strategic partnerships

We know that we cannot change the food system alone. As such, our second workshop will focus on how you can utilise the value of your organisation to better connect with customers and form partnerships. We will look at how to find new customers, better connect with customers via social media, and how to create mutually beneficial partnerships - both private and public. It is important to recognise the benefits we can all produce and receive when we work better collaboratively.



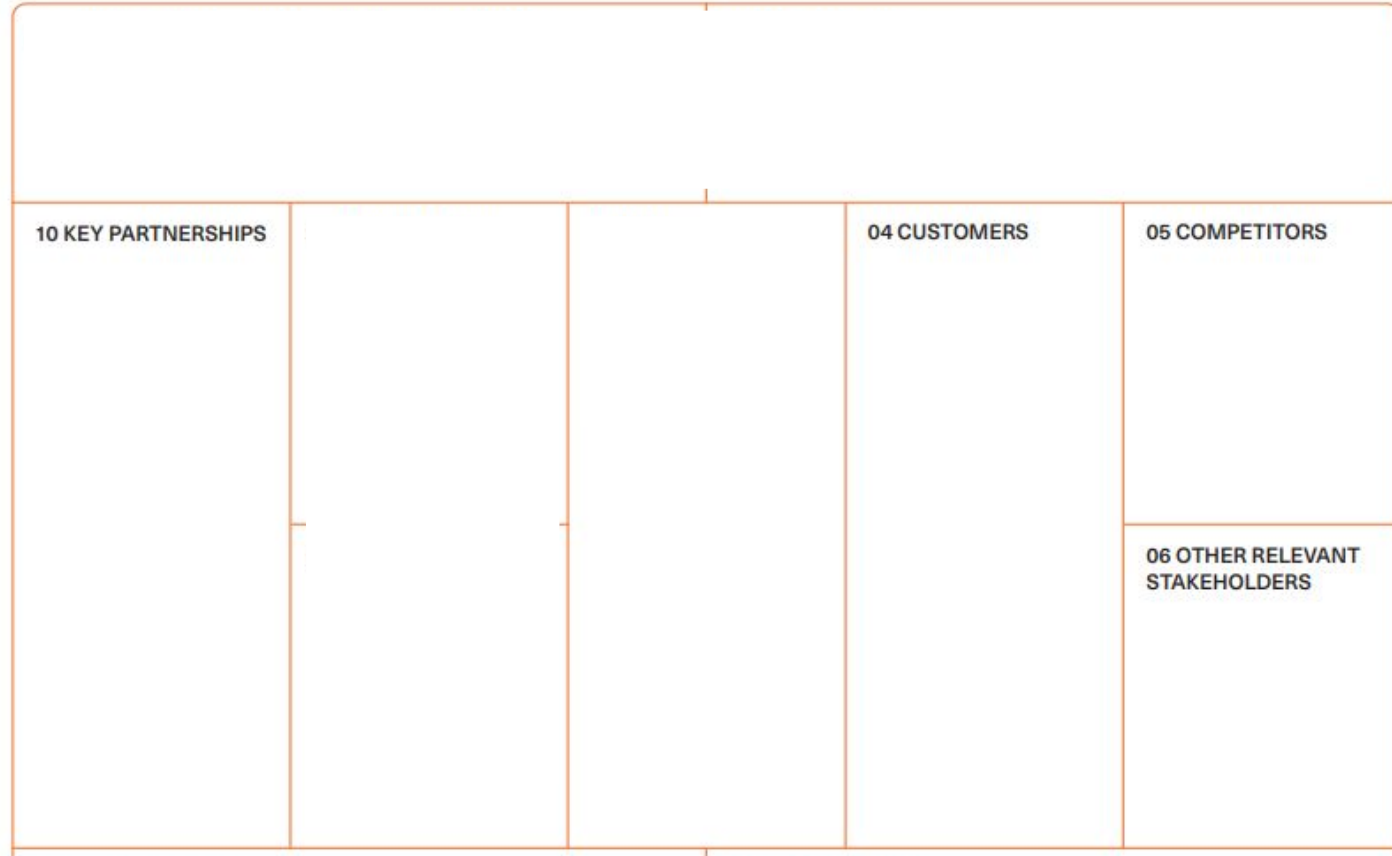
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WORKSHOP 2

Enhancing customer relation and strategic partnerships

- Customer segment
- Competitors segment
- Other stakeholders segment
- Key partnerships segment





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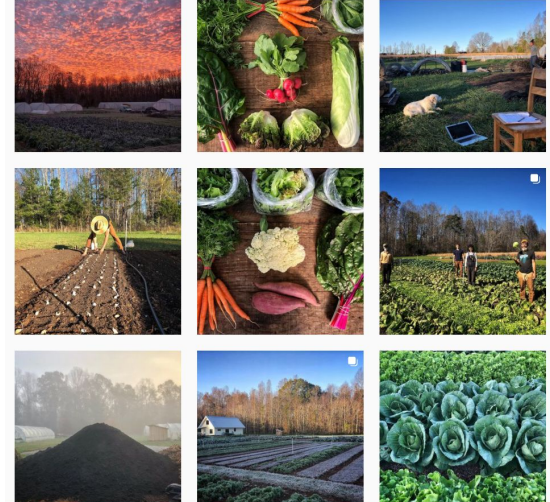
**Connect with customers via social media and communicate
the value of your work**

By Stian Broch

[See the video here](#)

Key takeaways Instagrams profile

- Info in bio
 - Make sure customers can quickly connect with you
- Good photography!
 - Lighting
 - Do not post if it is not good enough
 - Find a filter theme
- Schedule posts
 - Timing posts
- Stories
- Keep doing what works!
 - Check your Instagram or Facebook analytics

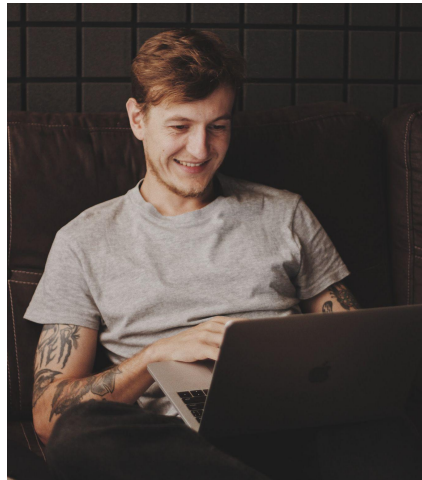


Exercise 1. Connecting with customers

- Which communication and distribution channels are suitable to reach your customer?
- Why will your customer find your product or service valuable?

USER PERSONAS

User personas are a valuable tool, allowing you to better understand your target audience and make design decisions accordingly.



Get Noticed - How to Attract Media

by Helene Gallis from Nabolagshager AS

Download presentation
[here](#)

Intro to journalism for edible city initiatives

Insights for getting news coverage in your local news outlets

Workshop 2 Oslo 21st October 2021
Finding sustainable Economic Models in Urban Agriculture,



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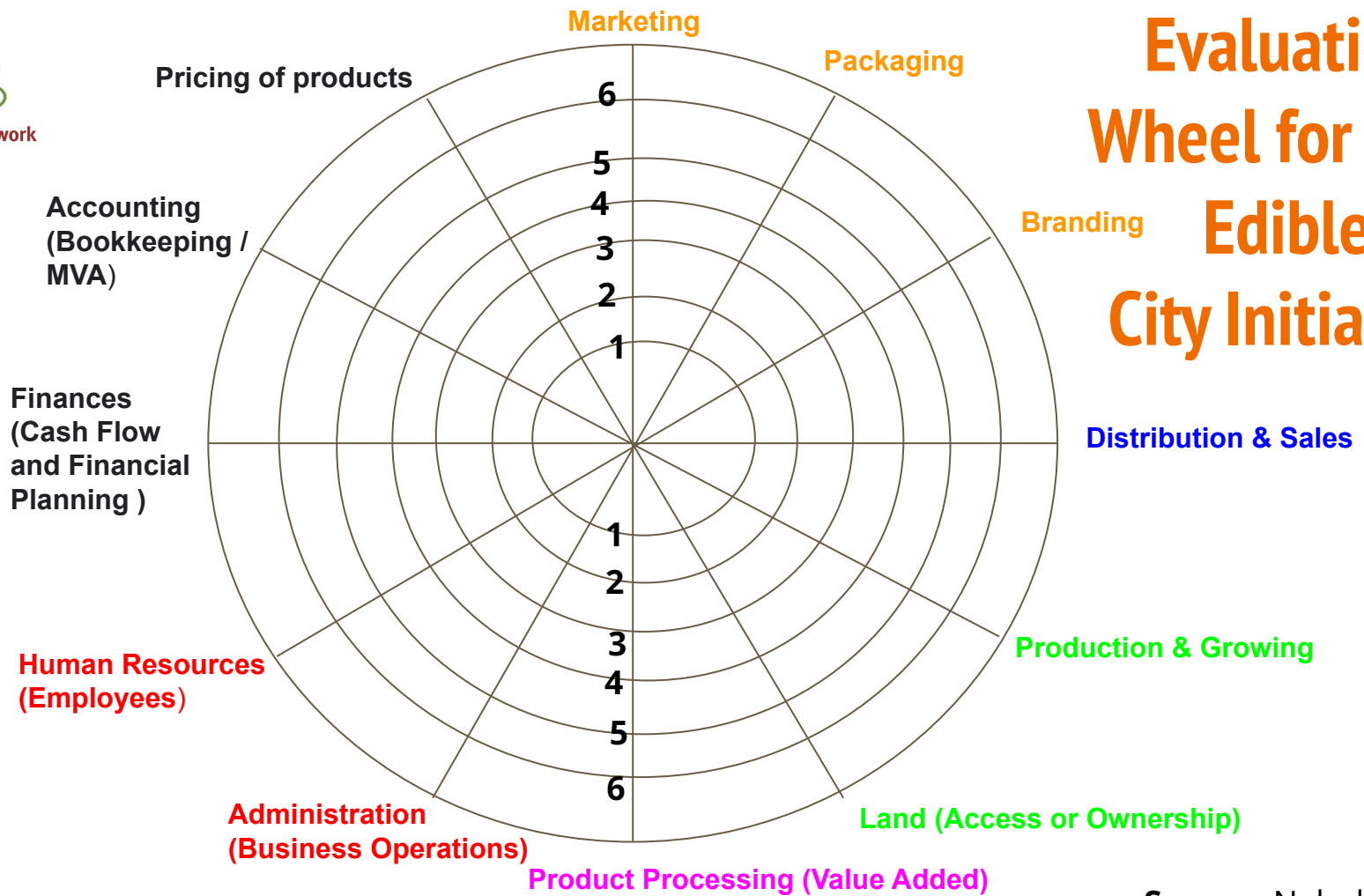
Author:
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Director for partnerships and innovation
Nabolagshager AS
www.nabolagshager.no

Exercise 2: Developing a strategy for partnerships

FIRST STEP - use the evaluation wheel to visualise how you are doing in the key areas of your Edible City initiative



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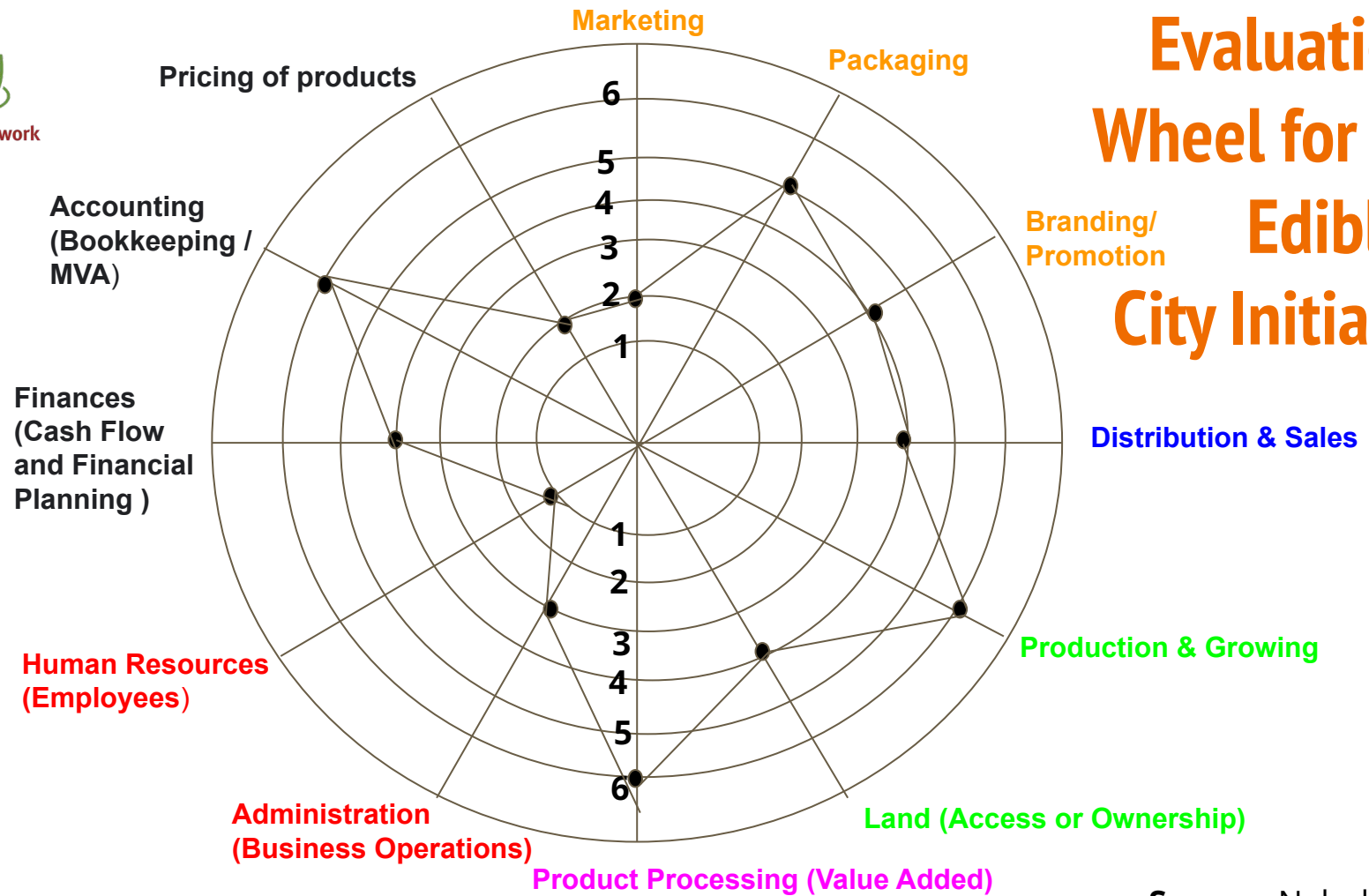


Evaluation Wheel for your Edible City Initiative

Source: Nabolagshager



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Evaluation Wheel for your Edible City Initiative

Source: Nabolagshager



Developing a strategy for partnerships - Reflection and Discussion

- **Who are possible key partners for a coalition or partnership?**
- **What could you trade or give these potential partners?**
- **What are other urban agriculture initiatives or businesses that are doing this well? What can you learn from them?**



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