

Appendix 1:

Useful hints, tips, templates and resources:

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1. Brand Book template

A Brand Book offers a set of guidelines that will help explain how your brand works. It will help explain and differentiate your brand identity; ensure clear and consistent messaging, both internally and externally and improve our overall brand position. A Brand Books aims to capture the essence of a brand – its vision, mission, values, personality as well as its target audience. It can help you define your brand; it can be used to share with partners and can ensure consistency in your internal and external communications. If you're planning on creating a logo or a website, a brand book is a really useful document for you to share with designers and developers too. Here's a template to help you....it's likely to become your 'go-to' document when working on anything brand related.

More information about the content you need to include and the things you need to consider are

Context / Brand Purpose

- Information about your food partnership - why you exist and do what you do

Vision:

- A Vision Statement is a one-sentence statement describing the clear and inspirational long-term desired end-state
 - *Add yours here.*

Mission:

- Your brand mission is how you're going to achieve your brand vision.
Add your partnership's mission here

Values:

- **Brand Values:** What your food partnership believes in and the way it operates and conducts itself. These values underpin all communication activities and offer hooks for campaigns etc.
- Your values will provide guidance, direction and support for everyone in the organisation as well as those you work with. These are the guiding principles for all activities undertaken.

- You could also note here the **Brand Personality** traits that could be attributed to each value – establishing a distinctive brand tone of voice or ‘way of speaking’ helping to develop relationships with stakeholders.

Value 1:

Brand personality traits include:

Value 2:

Brand personality traits include:

And so on.....

Stakeholders / Audience

- Include the database you’ve created grouping individuals / organisations / public services / charities etc into specific, easily identifiable categories enabling you to prioritise engagement with specific communities of interest.

Brand treatment – look and feel:

Examples include:

- Logo
- Colour palette
- Website
- Imagery
- Video stings – intros and end boards
- Social media assets
- Documents e.g. Annual Report; brochures; explainer docs etc
- Collateral – pull ups; pop ups etc

2. Comms Plan

In its basic form, a Communication Plan is a written document that describes highlights what information should be shared, when, how, to which audience and via which channels.

In order to understand the type of information you want to communicate, you need to identify the goal of your communications strategy. Perhaps you are trying share information about your partnership – what you do and how you’re doing it? Or perhaps you want to be specific and share information about an event, raise the profile of your work or raise awareness of a particular project?

The next step is to identify your audience. Who are you delivering this message to? Create your message with the audience profile in mind. Adjust your tone and language according to how you want your audience to react to it.

Once the message is developed, you need to identify the channels you will use to reach out to your audience. Channels could vary from social media to newsletters and from press releases to video content. Select the methods that will best help you reach your audience.

Think about the resources you will need. What's your budget to execute your communications plan effectively? Who will be in charge of implementing it? What materials will you need?

And finally, think about when you'll be communicating; how often and will you be communicating for a specific time period or is your comms on-going. This is the frequency of your messaging.

Here's a template that you may find useful:

Key Messages: What do you want to say and why?	Target Audience: Who do you want to communicate with?	Communication methods / tools: How are you going to tell them? Press release? Social Media? Newsletter? Podcast? Video?	Resources: What you'll need to enable you to communicate in the way that you want to? Do you need to allocate a budget?	Responsibility: Who's responsible for communicating?	Frequency: How often will you be communicating? For how long?

3. Creating a design brief – what to include

You'll probably want to think about developing a brand look and feel for your partnership and in order to achieve this, you may want to work with an external designer. They'll ask you for a brief outlines the core details and expectations of the design project for a brand. A good design brief sets the tone for a successful design project by outlining the goals, quality, and deliverables. you utilise some of the work you may have done by following the presentation. If you've created a brand book, this will be extremely useful to share as it will include all of the really important information and details the designer will require to create a visual brand (including logo) for your partnership. You can use this template as a starting point:

1. Overview

What is your project and what is the scope?

2. Objectives

Why is this project important? What are you trying to achieve?

3. Target audience

Who are you targeting? The more specific, the better.

4. Budget

What is the overall budget? How should it be spent?

5. Timeline and deliverables

Outline the date and description for each deliverable.

4. Creating a website brief – what to include

It's quite likely that you'll want to create a website for your partnership. If you're asking for quotes from website developers / designers, they'll want to know more about your organisation and have questions ranging from who's your audience to what are your brand colours. It's therefore useful to create a brief that include many of the factors that you'd like them to consider. Here's a handy guide on what you could think of including:

1. Write an intro to the partnership / the brand and remember to include some of the brand development work explained in the presentation, including:

- History / key info about the partnership
- Core beliefs
- Mission
- Vision
- Values
- Purpose
- Brand positioning
- Voice and tone

2. Consider the website's functionality:

- Is it bilingual?
- Ease of navigation
- a. Accessibility - here's a useful guide - [Accessibility standards for GOV.WALES | GOV.WALES](#)
- Sections – main sections and sub sections
- News section
- Events section
- Contact forms
- Social media links
- Clear presentation of text
- Device scalability (desktop, tablet, mobile)
- Images
- Videos
- Call to action (CTA)

3. Consider your target audience – use the stakeholder mapping exercise from the presentation to help you here – as the developer / designer will want to know who they're creating the website for.

4. State your purpose, aims and objectives – these can include:
 - Raising brand awareness
 - Share stories
 - Share information about events
 - Become an information / resources hub
 - Target a specific audience
 - Capture emails for newsletter
5. Look at what others are doing. Take time to visit websites, analyse what works and what doesn't. Include links to these in your brief as they'll provide the website developer / designer with more detail on the market / area in which you operate, increasing their understanding of the overall sector.
6. Set a budget – by setting a guideline for the project's budget, the developer will be able to better express to you what can be achieved.
7. Set a realistic deadline for delivery.
8. Remember to ask about maintenance and whether you want the developer / designer to include the hosting costs in their quote

5. How to write a video content brief

You may want to create a video about your work. There are numerous video production companies operating across Wales. Consider using one in your area as they may have a better understanding of locations / area / language etc. If you're approaching a production company to work with you on a project, here are some useful points for you to consider when writing a brief for video content:

2. Why do you want a video?
 - a. What's the purpose?
 - b. What do you want it to achieve?
3. Who are you speaking to?
 - a. Consider your target audience – who will watch your video?
 - b. How do you want your audience to feel / think / do after watching?
 - c. Think about accessibility – colours / subtitles etc. Here's a useful guide - [Accessibility standards for GOV.WALES | GOV.WALES](#)
 - d. Think about the language that you're using – are you doing two versions in Welsh and English? Or will you create the video in one language and subtitle in another?
4. What do you want to say?
 - a. Do you have a clear message?
 - b. Is there a call to action?
5. Where will your video be watched?
 - a. Think of your platforms – YouTube? Website? Social Media? Events?
 - b. Your video needs to be perfectly matched to the places where it will be distributed – this could also impact on the duration / length of your video e.g. if you want to embed our video on Twitter, your video needs to be short form and no longer than 2min and 20seconds. If you're uploading to YouTube, it can be longer form – there are no restrictions.

6. What type of video do you want to create?
 - a. Animated video?
 - b. Explainer video?
 - c. Promotional video?
 - d. Training video?
 - e. You could provide them links to existing videos you do like, adding notes on what you like about them and why.
7. Will you be evaluating your video content? Any specific KPIs that you're measuring? If so, you could consider measuring:
 - a. Views
 - b. Average viewer engagement
 - c. Likes / shares / comments
8. Deadline – when you want to receive the final version
9. Budget – be realistic and be open with the production company about the budget that you have.

6. How to write a photography brief

Having the right type of images can really help you explain your work. They're also key to creating engaging content on social media and helping to tell your story online. Think about working with a local photographer to capture images that really reflect the work going on within your food partnership. They may ask you for a brief so here are some things to consider:

1. Include information about the food partnership and background / information on the event / person / project that they'll be photographing
2. Explain what you'll be using the pics for – what are the messages you want to communicate? Any particular style you want?
3. Indicate the type of photography required:
 - a. Event photography
 - b. Staged photo shoot
 - c. Reportage / relaxed
 - d. Any specific requirements? Include a shot list if you want to be specific
4. Explain the likely audience and where the pics are likely to be used – press / website / social media / banners etc
5. When do you want the pics delivered by? And in what format – do you want them emailed? Or sent via WeTransfer?
6. Note the location of the shoot
7. Note any contingencies that you may need to consider eg change of location if it rains
8. Start and finish times
9. Contact details for someone on the day
10. Budget

7. Which social media platforms to choose and some handy hints on how to use them

Social media can be an incredibly effective way of telling people about your work; sharing information; telling stories; promoting events and generally increasing awareness of your partnership. They're all free platforms and can

offer you a great way of engaging with audiences ranging from members of the public, organisations, businesses, communities and influencers.

Here are the main social media platforms that you're likely to consider using and some handy tips about the type of content to use on each one.

1. Facebook:

- a. Facebook is a great platform to use if you're looking to create and nurture a community
- b. It has some useful features e.g. Events that are easy to use and highly effective
- c. It includes Messenger where people can contact you directly
- d. You can upload pictures / video content etc
- e. You can use Facebook live to livestream events
- f. You can share posts – useful for sharing information about members of the partnership are up to
- g. Here's a guide to creating an account: [Creating an account | Facebook Help Centre](#)

Tips on writing engaging posts:

- **Even though video is the best performing content**, effective Facebook campaigns include a variety of posts, so mix it up with photos, infographics, text, gifs, memes, blog posts, press releases, links etc
- **The ideal length for a post is around 40-80 characters.** As a general rule, short posts on social media perform better than long ones.
- **End with a question.** People are more likely to engage when you reach out to them for their opinions or feedback.
- **Post interesting content, even if it doesn't pertain directly to your brand.** If you want to keep your followers engaged, it doesn't hurt to post about more than just your organisation. Be sure to keep your topics related to your work though.
- **Make it visual.** Text is easy to scroll past, but graphics help to make people pause while they're skimming through their newsfeed. Even if you're publishing a post that's strictly text, Facebook makes it easy to transform it into a visual graphic.

2. Twitter:

- a. Limited by 280 characters, users are able to send 'tweets' featuring text, links, photos or videos. These tweets can even be direct communications or published to a main feed. Other features include polls, private direct messaging, Twitter moments and in-depth analytics.
- b. It's great for sharing information quickly and for connecting with or tagging key individuals / organisations / businesses etc
- c. You can use hashtags # to identify digital content on a specific topic e.g. #FoodPartnerships #Wales #FoodStories
- d. You can use hashtag to link in with certain campaigns or awareness days and be part of a wider conversation
- e. Here's a guide to creating an account: [How to sign up for Twitter and create a new Twitter account](#)

Tips on writing engaging tweets:

- Posting on Twitter requires smart, concise word choices to convey your message within a limited space. It can take a little extra practice, but once you get the hang of it, your tweets will take off.
- Front-load your tweet. Most people on Twitter are skimming through a massive amount of content. Put the most important information at the beginning of your tweet to catch their attention.
- The ideal length for a tweet is 240+ characters. Twitter increased its character limit from 140 to 280 in 2017, and users seem to appreciate the extra room to express themselves. If you need more than 280 characters, create a thread or add a link to a blog post.

- Use a free tool like Bitly to shorten your url and maximize your space.
- Don't go overboard with hashtags. Limit yourself to 1-3 relevant hashtags.
- Tweet shareable content. Twitter's audience loves to retweet breaking news, statistics, quotes etc. Timing is important on Twitter – you don't want to be the last one to share yesterday's news.

3. Instagram:

- a. Owned by Facebook, Instagram is another key player in social media.
- b. You have a variety of different places where you can post content (pictures and videos or reels mostly). The primary area is your 'main grid', and this works best when you can clearly and visually represent your brand.
- c. Your InstaStories give you another opportunity to connect with your audience. There are lots of features like interactive stickers, polls, and you can go live.
- d. Like most platforms, video does particularly well, and Instagram has its own streaming area known as IGTV.
- e. Here's a guide to creating an account: [Signing Up and Getting Started | Instagram Help Centre](#)

Tips on using Instagram effectively:

- Instagram is all about visual content, but that doesn't mean you shouldn't use text. If you want your audience to interact with your content, your words do matter.
- Start with a bang. Instagram allows up to 2,200 characters. However, it's important to keep in mind that no more than 125 characters will show beneath your photo. If you want your audience to read your full post, you need to entice them to click "more."
- Use emojis
- Use relevant hashtags. You're allowed up to 30 hashtags
- Break up long text into paragraphs. Instagram is still a bit tricky about this. If you want to have paragraphs with white space in between them, you have to hit Enter, then add a space on the blank line before you tap Enter again. But the extra step is worth it, because big blocks of text are difficult to read.

4. LinkedIn:

- a. A platform specifically designed for professionals, it can be useful to help you raise the profile of your own work and connect with others in the same line of work
- b. Could be used to connect with business leaders or potential partnership members
- c. Can be useful in terms of sharing best practice or celebrating achievements
- d. Here's a guide to creating an account: [Create a LinkedIn Company Page | LinkedIn Marketing Solutions](#)

Making the most of LinkedIn:

- One of the biggest mistakes people make is treating LinkedIn like a clone of Facebook.
- While the two do share some similarities, even a blue logo, the type of content is very different.
- LinkedIn is primarily a networking platform where business professionals and brands share industry insights, news, and updates.
- When posting on LinkedIn, keep in mind that:
 - Long-form content works well. Don't hesitate to share articles and blog posts on LinkedIn. This audience is more likely to take their time and read what you have to say, so you can also type longer posts than you normally would on other platforms that are meant to be skimmed. Just be sure to stay organised and professional.
 - Add a handful of hashtags. While hashtags dominate Instagram and Twitter, they fell flat when it came to Facebook. LinkedIn falls somewhere in between. Relevant hashtags are good to include, but in moderation and preferably tucked at the end of your post.

- Brand your content and graphics. Professionals are likely to share studies, research, infographics, statistics, and industry updates. If you're posting content, make sure it's branded so you get the credit when it's shared.

5. YouTube:

- a. If you're thinking of creating videos, you should also probably consider setting up a YouTube channel.
- b. Think of your audience – who are you targeting with your content
- c. A video-sharing social media platform, YouTube as a huge audience base who search the platform for content like they would a normal search engine
- d. It's a really useful platform for hosting longer-form video content that you can then link to from other social media channels and websites
- e. Here's a guide to creating a channel: [How to start and manage your YouTube channel – YouTube Creators](#)

Here are some more useful hints when using YouTube:

- Add your keywords to your video
- Create a detailed video description
- Create an engaging video thumbnail

Other useful social media tips:

Awareness Days

You could consider setting up a simple calendar that notes some of the key Awareness Days celebrated on social media that you can use to raise awareness of your own work. Days such as [World Food Day](#), [World Environment Day](#); St David's Day etc all offer a 'hook' to post content relating to projects you're involved with. You can search for Awareness Days online but as a starting guide, here's a useful link: [Upcoming – Awareness Days Events Calendar 2023](#)

Useful content creation applications

Applications such as Canva can be extremely useful when creating content / designs / posters etc. The basic version is free and offers a range of design templates for creating social media content; videos; presentations; logos etc. Here's a link to Canva's Beginner's Guides: [A beginner's guide to using Canva](#)

8. CRM / Newsletters

CRM platforms and Newsletters

If you're considering sending regular Newsletters to your members / stakeholders, you may want to think about signing up to a newsletter or CRM (Customer Relations Management) platform. These are very useful as they allow you to create effective newsletters by accessing templates; they allow you to import details for Excel directly into the platform and enable you to send the newsletters directly to all recipients at once. They vary in price but some offer free access so it's worth doing some research. Two of the most popular platforms are [MailChimp](#) and [Campaign Monitor](#)

9. Using the Welsh language

- The Welsh Language (Wales) Measure 2011 is the legislation that created the Welsh language standards.
- Welsh language standards promote and facilitate the Welsh language, and ensure that the Welsh language is not treated less favourably than the English language in Wales.
- Here's useful video for you to watch: <https://www.youtube.com/embed?v=ZVFQOUJdv-s>
- Public organisations in Wales are required to use and consider the Welsh language in various situations. Here's a link that tells you more: [Public Organisations \(welshlanguagecommissioner.wales\)](http://PublicOrganisations(welshlanguagecommissioner.wales))
- Businesses and charities are also encouraged to use more Welsh. Here's a link for more information: [Businesses and charities \(welshlanguagecommissioner.wales\)](http://Businessesandcharities(welshlanguagecommissioner.wales))
- Business Wales offers a very handy service called Helo Blod that gives fast, free and friendly advice. Follow the link to learn more: [Welcome to Helo Blod | Helo Blod \(gov.wales\)](http://WelcomeToHeloBlod|HeloBlod(gov.wales))
- There's a very handy tool on the Welsh Government's website called 'Term Cymru' – it's a searchable database of terms used by Welsh Government translators in their everyday work - [BydTermCymru | GOV.WALES](http://BydTermCymru|GOV.WALES)
- If you're searching for a dependable online English – Welsh dictionary, you could use 'Geiriadur yr Academi'. - [Geiriadur yr Academi | The Welsh Academy English-Welsh Dictionary \(geiriaduracademi.org\)](http://GeiriadurYrAcademi|TheWelshAcademyEnglish-WelshDictionary(geiriaduracademi.org))
- If you're translating longer pieces of work and want to use a professional translator, here's a link to a list of that sits on the Cymdeithas Cyfieithwyr Cymru website - the national body which leads, develops and promotes the profession in Wales: [Homepage \(cyfieithwyr.cymru\)](http://Homepage(cyfieithwyr.cymru))
- Warning - be very wary of online translation tools!

We've also compiled a list of handy Welsh phrases – a list of words / phrases that have been identified by some of our Sustainable Food Places as the most often used / translated.

English	Welsh
Find out more at...	Darganfyddwch fwy yn...
Check out / check it out!	Cymerwch olwg ar / cymerwch olwg!
Want to find out more about the partnership and how you can get involved in our work? Visit	Ydych chi am wybod mwy am bartneriaeth a sut y gallwch chi gymryd rhan yn ein gwaith? Ewch i
Read our latest news item at...	Darllenwch ein heitem newyddion ddiweddaraf yn...
Read more	Darllenwch fwy
Read more here	Darllenwch fwy yma
More information	Mwy o wybodaeth
See attached	Wedi atodi
Please don't hesitate to get in touch with me if you have any questions and look forward to seeing you soon.	Mae croeso i chi gysylltu â mi os oes gennych unrhyw gwestiynau ac edrychwn ymlaen at eich gweld cyn bo hir.
Please don't hesitate to get in touch if you have any questions and look forward to seeing you soon.	Mae croeso i chi gysylltu os oes gennych unrhyw gwestiynau ac edrychwn ymlaen at eich gweld cyn bo hir.
Congratulations	Llongyfarchiadau
Registration	Cofrestru
To register	Cofrestrwch

Register here	Cofrestrwch yma
Link in Bio	linc yn y bio
Book now	Archebwch nawr
Welcome / You're welcome	Croeso
How's things? How are you?	Shwd mae?
Food	Bwyd
Health	Iechyd
Sustainability	Cynaliadwyedd
Sustainable	Cynaliadwy
Good Food #GoodFood	Bwyd Da #BwydDa
Food Partnership	Partneriaeth Bwyd
Local Government	Llywodraeth Leol
Food that's good for people and the planet	Bwyd sy'n dda ar gyfer pobl a'r blaned
Local food	Bwyd lleol
Community	Cymuned
Communities	Cymunedau
Help wanted!	Ry'n ni angen help!
Can you help?	A fedrwch chi'n helpu?
Good Food Movement	Mudiad Bwyd Da
News	Newyddion
Event	Digwyddiad
Events	Digwyddiadau
Food system	System Fwyd
About us	Amdanom ni
Project	Prosiect
Bid	Cais
Conference	Cynhadledd
Farming	Ffermio
Farm	Ffarm
Shop	Siop
To shop	Siopa
Environment	Amgylchedd
Nature	Natur
Wildlife	Bywyd gwylt
Meat	Cig
Vegetables	Llysiau

Sustainable Food Places	Lleoedd Bwyd Cynaliadwy
Food For Life Get Togethers	Dewch at eich gilydd Bwyd am Oes
Welsh Government	Llywodraeth Cymru
Partnership	Partneriaeth
Partner	Partner
Health Board	Bwrdd Iechyd
Collaboration	Cydweithio
School	Ysgol
Diet	Deiet
Dietitian	Deietegydd
Restaurant	Bwyty
Healthy Start	Cychwyn Iach
Resource	Adnodd
Resources	Adnoddau
In Welsh	Yn Gymraeg
Submit	Cyflwyno
Any queries?	Unrhyw ymholiadau?
Response	Ymateb

10. Glossary of Terms

We've published a handy glossary of food systems related terms on the Food Sense Wales website that you may find useful. Here's the link: [Glossary-of-Terms.pdf \(foodsensewales.org.uk\)](https://foodsensewales.org.uk/Glossary-of-Terms.pdf)

11. Useful Resources

- Food Sense Wales updates its **Resources** section regularly and here you'll be able to find a list of publications, links, articles etc relating to our work.
- [Resources Archive - foodsensewales.org.uk](https://foodsensewales.org.uk/Resources-Archive)
- Food Sense Wales has also produced some content that you'll be able to use and share:
- Food Systems video: <https://youtu.be/CSFKad-a3-8>
- Food Sense Wales: SFP explainer video - <https://youtu.be/Q-Br4XILIXU>
- Keep up to date with the latest news, statements and stories from Food Sense Wales by visiting the **News** section too.
- [News - foodsensewales.org.uk](https://foodsensewales.org.uk/News)

General Wales-based Food Systems work:

- Food Sense Wales - [Food Sense Wales: Co-creating a food system for Wales that's good for people and the planet - foodsensewales.org.uk](https://foodsensewales.org.uk/Food-Sense-Wales-Co-creating-a-food-system-for-Wales-that-s-good-for-people-and-the-planet)

- Food Sense Wales: Building a Good Food Movement - [Building a Good Food Movement - foodsensewales.org.uk](https://foodsensewales.org.uk)
- Food Sense Wales: Good Food Advocacy - [Good Food Advocacy - foodsensewales.org.uk](https://foodsensewales.org.uk)
- Food Sense Wales: News - [News - foodsensewales.org.uk](https://foodsensewales.org.uk)
- Food Sense Wales: Resources - [Resources Archive - foodsensewales.org.uk](https://foodsensewales.org.uk)
- Food Sense Wales Courgette Report: [CourgetteReport_Eng.pdf \(foodsensewales.org.uk\)](https://foodsensewales.org.uk)
- Food Sense Wales Progress Report 2022-2023: [ProgressReport2023ENG_FINAL.pdf \(foodsensewales.org.uk\)](https://foodsensewales.org.uk)
- Social Farms and Gardens The role of public procurement in transforming Wales' food system: [BRO_SFG_Report_EMAIL_ENG.pdf \(foodsensewales.org.uk\)](https://foodsensewales.org.uk)
- Food Policy Alliance Cymru – [Food Policy Alliance Cymru - foodsensewales.org.uk](https://foodsensewales.org.uk)
- Nutrition Skills for Life - [Nutrition Skills for Life®](https://foodsensewales.org.uk)
- In 2020, [Food Cardiff](https://foodsensewales.org.uk) created a useful toolkit for groups and organisations taking part in its Autumn Festival. It includes ideas for events and activities, how to celebrate your activities afterwards as well as a guide on how to take good photos and videos. Take a look here: [Good Food Autumn Festival Toolkit | Food Cardiff](https://foodsensewales.org.uk)

Welsh Government initiatives / policy areas:

- Food Partnerships (initial press release regarding funding): [Minister for Social Justice announces support for food partnerships across Wales - foodsensewales.org.uk](https://foodsensewales.org.uk)
- Healthy Weight Healthy Wales: [Healthy weight strategy \(Healthy Weight Healthy Wales\) | GOV.WALES](https://gov.wales)
- Climate Action Wales: [Climate Action Wales | GOV.WALES](https://gov.wales)
- Food and Drink Wales: [Food and drink | Sub-topic | GOV.WALES](https://gov.wales)
- Wales Food and Drink Industry Board: [Food and Drink Wales Industry Board | GOV.WALES](https://gov.wales)
- Agriculture (Wales) Bill: [Agriculture \(Wales\) Bill \(senedd.wales\)](https://senedd.wales)
- Sustainable Farming Scheme: [Sustainable Farming Scheme | GOV.WALES](https://gov.wales)
- Food and Fun: ['Food and Fun' School Holiday Enrichment Programme - WLGA](https://gov.wales)
- Future Generations Commissioner's Office: [The Future Generations Commissioner for Wales – Acting today for a better tomorrow](https://gov.wales)
- WWF Cymru Land of Our Future Campaign: [Land of Our Future | WWF](https://wwf.org.uk)
- Campaigns:
 - [JamJar PR](https://www.jamjar.co.uk) is the agency looking after the [Healthy Weight Healthy Wales](https://gov.wales) stakeholder comms on behalf of Welsh Government. They're often looking for best practice initiatives / case studies and can include projects that look at promoting healthy eating / Healthy Start / cooking projects / upskilling / NSFL etc. They come and visit your projects and do written comms / social media as well as producing a film. It's a great opportunity for some well-produced content that would be shared widely across the HWHW and WG channels. You'd also be able to utilise the content produced too. Here's a recent video they did with Foothold Cymru in Llanelli - <https://youtu.be/MLmLHgChWP4>
 - [Climate Action Wales](https://gov.wales) is a Welsh Government initiative that's launching a new behavioural change campaign shortly to encourage people to take action. The campaign will have a focus on food, specifically shopping locally and sustainably, and the team's looking for case studies that show the breadth of initiatives / projects already being delivered across Wales in order to share best practice. I've spoken to them about the development of food partnerships across Wales and the team's really interested in featuring some of your stories. Again, a PR company will be looking after the project on behalf of WG and will work with the projects to deliver a package of content to run during the campaign.
 - If you're interested in being featured / taking part, please email sian-elin.davies@wales.nhs.uk who'll be able to liaise with the relevant PR teams on your behalf

UK-based organisations / initiatives / schemes:

- Sustainable Food Places: [Home | Sustainable Food Places](#) or [Sustainable Food Places - foodsensewales.org.uk](#)
- Sustainable Food Places Resources that you may find useful as you develop your food partnership (English): [Resources for developing Sustainable Food Partnerships - foodsensewales.org.uk](#)
- Sustainable Food Places Resources that you may find useful as you develop your food partnership (Welsh): [Adnoddau ar gyfer datblygu Partneriaethau Bwyd Cynaliadwy - Synnwyr Bwyd Cymraeg \(synnwyrbwydcymru.org.uk\)](#)
- Food Foundation: [Home \(foodfoundation.org.uk\)](#)
- Peas Please: [Peas Please | Food Foundation](#) or [Peas Please - foodsensewales.org.uk](#)
- Sustain: [Find out about sustainable food and farming in the UK | Sustain \(sustainweb.org\)](#)
- Bridging the Gap: [Bridging the Gap | Sustain \(sustainweb.org\)](#) or [Bridging the Gap - foodsensewales.org.uk](#)
- Food For Life Get Togethers: [Food for Life Get Togethers - Food for Life](#) or [Food For Life Get Togethers - foodsensewales.org.uk](#)
- Veg Power: [Veg Power](#) or [Veg Power - foodsensewales.org.uk](#)
- UNDP Conscious Food Systems Alliance: [UNDP Conscious Food Systems Alliance - foodsensewales.org.uk](#)
- Healthy Start: [Get help to buy food and milk \(Healthy Start\)](#)
- Download materials to help promote Healthy Start: [NHS Business Services News \(nhsbsa.nhs.uk\)](#)
- Welsh language Healthy Start promotional materials: [NHS Business Services News \(nhsbsa.nhs.uk\)](#)

This document was prepared by Food Sense Wales in July 2023. Food Sense Wales is a fund within the Cardiff & Vale Health Charity and is hosted by the Cardiff and Vale Public Health team.