



# **SEEDS TO SOLUTIONS**

**A GRASSROOTS APPROACH TO HEALTH**

**Pam Warhurst**



**INCREDIBLE**

**BEGINNINGS**

## **Why bother?**

- Huge weather swings
- Health problems through the roof
- Water wars on the horizon
- Increasingly divided societies

**Where's the leadership?**



# SPINNING

# THREE PLATES



Local food growing in our neighbourhoods

Sharing the lost arts of growing and cooking

Making sticky money economies

Community

Learning

Business

**150 group's  
across the UK**

**Australia, France  
& Argentina**



**CHANGING**

**SPACES**

**DOING**

**BUSINESS**

**CONNECTING**

**PEOPLE**



**BE THE CHANGE**

**MAKE THE CHANGE**



**Incredible  
grass roots  
innovators  
& change  
makers**

# **A KINDER PROSPERITY**



**IF YOU EAT**

**YOU'RE IN**

**Influence Anchor  
Institutions:  
Local Government,  
NHS & Academia,  
Housing...**



# THE WAY IT IS



**CITIZEN  
CONTROL**

**DELEGATION**

**PARTNERSHIP**

**PLACATION**

**CONSULTATION**

**INFORMING**

**THERAPY**

**MANIPULATION**

**DONE BY PEOPLE**  
ASSET BASED MODEL

**DONE WITH PEOPLE**  
ADVOCACY MODEL

**DONE FOR PEOPLE**  
CHARITY MODEL

**DONE TO PEOPLE**  
SERVICE MODEL

IT COULD BE MUCH BETTER

Imagine if every neighbourhood was Incredible Edible

Imagine if citizens were respected partners in fighting climate change

Imagine if we didn't rely on good will to grow local food on public land





- 1. Public realm needs to change**
- 2. Community owned land**
- 3. More edible towns and cities**

**LAND**







- 1. Edible Hospitals and Health Centres**
- 2. Community kitchens at the heart of the NHS**
- 3. More use of local food**

**HEALTHY  
PEOPLE**



# THE RIGHT TO GROW



**Incredible Edible's vision for healthier, greener future.**



**MAKE YOUR  
LANDSCAPE  
EDIBLE**



**Incredible Edible's vision for a  
healthier, greener future.**



**ADAPT**

**FOR HOPE**

**Never doubt that a small group of thoughtful, committed, citizens can change the world.**

**Indeed, it is the only thing that ever has.**

MARGARET MEAD

**THANK YOU**

