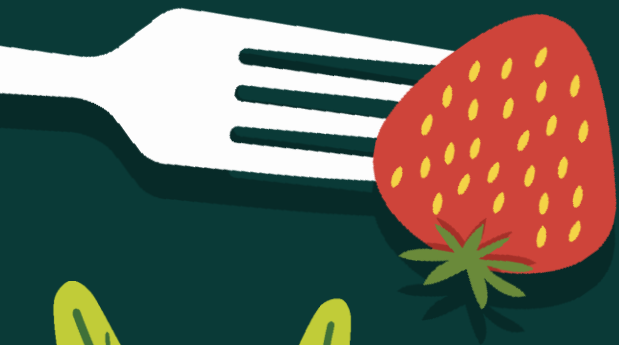




INCREDIBLE
EDIBLE
NETWORK



GROWING

A NEW NORMAL

Pam Warhurst



INCREDIBLE

BEGINNINGS



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



We galvanize our community
through growing and
celebrating local food

We bring learning to life,
from plot to playground

We support local
and we buy local

Community

Learning

Business

INCREDIBLE

YEAR ONE

BEGINNINGS



Community

Learning

Business

And then...

...this happened



Todmorden

Lambeth

100

IE:UK

WIGAN

IE:Global

A groups of
friends with a
shovel and some
passion

People start to
hear the story and
dance to the same
tune

Groups UK wide

The formation of a
network for all the
UK groups

The beginning of
the Incredible
North

Around 1000
groups. France,
USA, NZ.





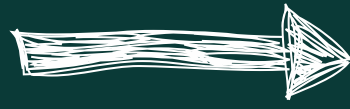
**Spread
not scale**



Seeing differently spaces



Green ~~Reckless~~



roots





SO

WHAT'S

NEXT

BE THE CHANGE

MAKE THE CHANGE

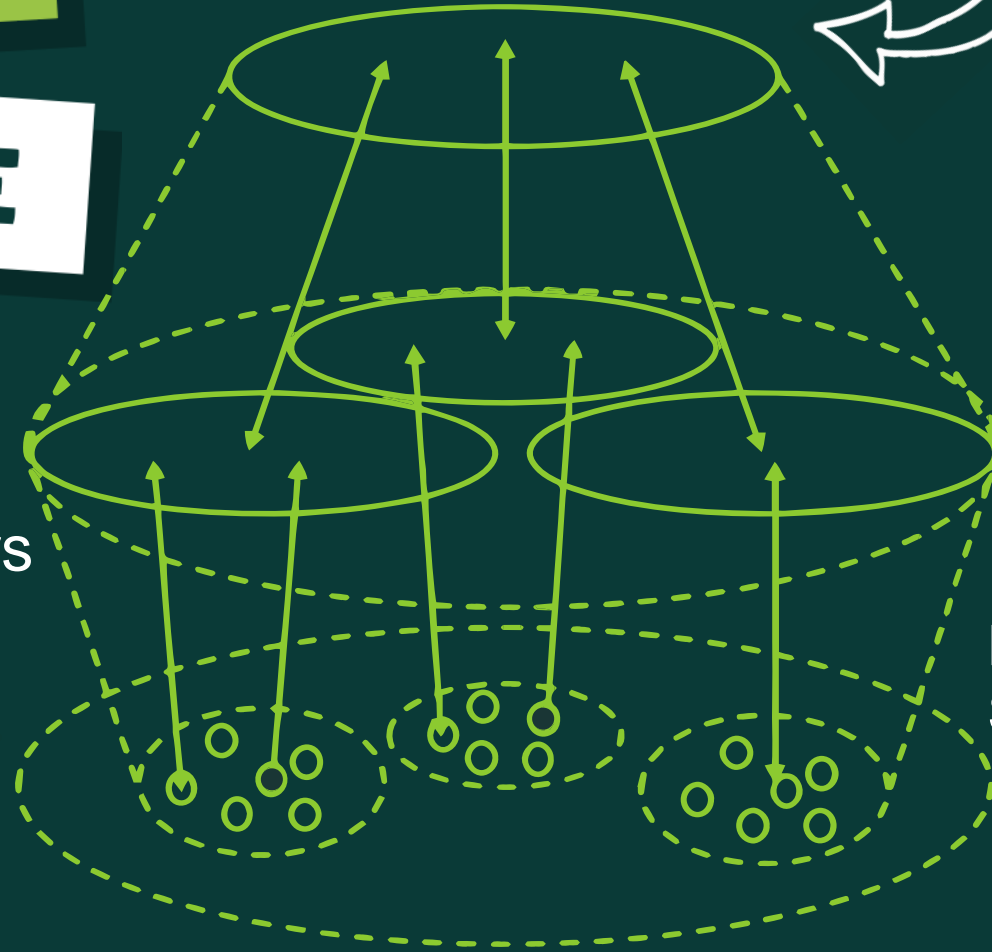
Incredible grass roots
innovators & change makers



IF YOU EAT

YOU'RE IN

A KINDER PROSPERITY



CHANGE THE SYSTEM



Influence Anchor Institutions:
Local Government, NHS &
Social Landlords...



HOW WE DO IT



- **Bend** budgets
- **Review** use of public realm
- **Repurpose** healthcare
- **Rethink** curriculum
- **Reboot** enterprise funding to support sticky money



WHAT WOULD

GOOD LOOK LIKE?



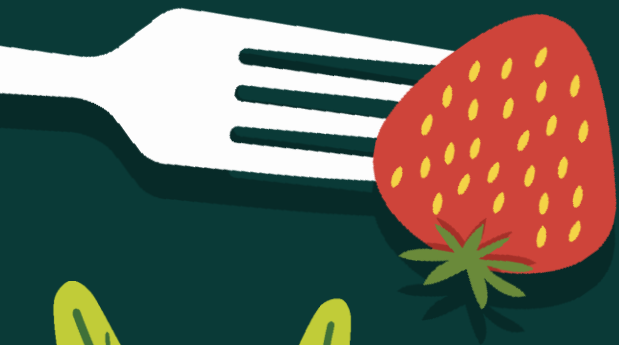
- **Procure** local
- **Pioneer** STEAM
- **Place** good food at heart of the NHS
- **Plan** for edible towns

**Redefining
prosperity from
the grass roots**





INCREDIBLE
EDIBLE
NETWORK



**BELIEVE IN
THE POWER OF
SMALL ACTIONS**

