

FRESH FOOD COLLAB MOVEMENT



GREENLIGHT GREENPAPER

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GreenLiving Magazine and Fresh Food Collab partnered with GreenLight Solutions to expand their community initiative through finding new distribution centers and creating critical food partnerships to expand their impact in Metro Phoenix.



CREATED BY GREENLIGHT AT MCC

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This project is sponsored by GreenLiving Magazine. When the Fresh Food Collab reached out to GreenLight Solutions, they outlined their main areas for growth as expanding their distribution locations, finding new metrics to communicate to their community, finding new food partnerships, and creating visual ways for the organization to communicate their impact.

Our Project Team focused our efforts around the theme of community. Combining FFC's interest for a visual aid and their desire for expanded metrics, we wanted to focus on how the organization impacted their community in a social and environmental sense. Focusing on finding food partners and new distribution areas was another way to expand that impact and bring new people into the community they have fostered.

With three major objectives on the table, we decided that the best way to move forward was to divide and conquer. Kara and Erica took on the bulk of the first objective, which involved researching various social and environmental metrics that we could use to help shape the narrative of the work that Fresh Food Collab does. We wanted to create an eye-catching brochure that clearly outlined the problems and then emphasized the work FFC does to mitigate those problems.

The images included in this portfolio are the final result of that process. Without a full branding package, we had to recreate elements and style that felt cohesive with FFC's overall image, so we figured that simplicity was the best way to go about that, opting for a more minimalist design that conveyed important metrics and information.

We also wanted to craft a narrative for FFC that we felt really pulled on their unique mission, so we tied our gathered social and environmental metrics to the goals you see when you explore their website (<https://www.weareufe.org/fresh-food-collab/about-ffc>)

While we were working on this, Alyssa took on the task of finding distribution locations as well as potential partners. She worked to understand the present scope of FFC's influence so that she could then begin the task of expanding that scope and building capacity within the organization. Alyssa researched dozens of potential distribution sites, narrowing down to fit the specific needs of Fresh Food Collab, and then even took on the role of the initial point of contact by reaching out to several locations to begin the process of creating these new partnerships. We're confident that this will result in a net gain for both the Fresh Food Collab as well as other local businesses.

Throughout this process, we wanted the focus for measuring success to be on specific deliverables so that we had tangible results to back up our work. In this vein, the main deliverables were a drafted template business email for reaching out to potential partners, a list of potential distribution sites, and the brochure, which included the metrics researched. All in all, we were given a lot of freedom to work through problems for ourselves and to create solutions that we hope ultimately made the work for Fresh Food Collab easier, so that they could focus on the most important part of their job.

BENEFITS TO PROJECT PARTNER

The Project Partners received 3 leads to new food distributors, received new marketing materials (a pamphlet), and they now have new data and research describing the benefits the Fresh Food Collab has on the planet and community.

BENEFITS TO SOLUTIONEERS

We were able to gain real-world sustainability experience, specifically in the areas of marketing and community outreach, that will provide us a competitive edge in the job market going forward.

BENEFITS TO THE COMMUNITY

The local community is benefited by having more resources available due to the expansion of the Fresh Food Collab operation. The global, national, and local communities will have better air quality and less waste due to the diversion of unsold food products from landfill to tables in the community.