

## Pillar six: Promotion and engagement

### Championing and stimulating a sustainable and ethical food philosophy

By meeting this pillar you will be able to demonstrate:

- your engagement with local small scale farms and producers
- your engagement in local community projects
- your engagement with sustainability activities and projects

### How you can demonstrate your progress

<b>Promote your businesses commitment to sustainability</b>	<b>Champion and support local producers and suppliers</b>	<b>Engage your local community</b>
I publicise my business's commitment to a sustainability and ethical food philosophy through various media channels.	I champion local farms and producers	I support local community projects
I work with local sustainability campaigns and raise awareness of sustainability issues	I support local businesses beyond farms, producers and suppliers	I support the Academy's Adopt a School project

## Your checklist

Activities	What this could include	I'm meeting	I'm making progress	I need to start	My progress
I publicise my business's commitment to a sustainability and ethical food philosophy through various media channels.	Consider publicising your activities around the work you are undertaking towards the sustainability and ethical food philosophy, talk about your progress, why it is important and your community work. This could include: <ul style="list-style-type: none"> <li>● Communication to customers e.g. newsletters, menus etc.</li> <li>● Updates on your website</li> <li>● Social media</li> <li>● Local, trade and national press</li> </ul>				
I work with local sustainability campaigns and raise awareness of sustainability issues	Engage third party organisations to help take forward your sustainability and ethical food philosophy. These could be local suppliers and producers or local campaigns and initiatives.				
I champion local farms and producers	Work with local farms and producers to promote sustainable and ethical food production				
I support local businesses beyond farms, producers and suppliers	Work with local business, such as other hospitality businesses, retailers to promote sustainable and ethical food production				
I support local community projects	You should work with local community projects that are promoting sustainable and ethical food production				

I support the Academy's Adopt a School project	You should support the Academy's Adopt a School project by committing to go into one or more primary schools to open their eyes to the world of food				
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