

'Growing our Future' is a proposed food themed behaviour change programme for Muir of Ord with the aims to reduce the carbon footprint of the village, increase community cohesion and resilience, and improve individual health and well-being. Great effort will be made to design a programme that is appropriate to the audience with classes, workshops and support tools carefully developed to inspire and aid lifelong changes. Topics covered will include food growing, food preparation, cooking, food waste and composting. We will have a mixture of tools from prompts to modelling and goal setting to social diffusion.

A positive, inclusive culture will be created to empower people to change for the right reasons rather than through fear from an overwhelming 'doomsday' campaign. As well as educating the community about what they can actively do to reduce GHG emissions and the importance of mitigation, we will also demonstrate the importance of adaptation and the significance of building community resilience.

A project manager will be recruited to establish the programme, manage overall delivery, develop a network of key stakeholders and partners, manage staff and volunteers and create an offer that will exist after the life of this project. For example, developing a "Green Care" program that could be offered to the NHS as a contract, thus giving life after this project to all the skills, knowledge and resources gained.

Two project officers will be recruited to deliver the programme; one that will work with the general community (embracing our diverse range of age, culture and skill level) and a second to work with vulnerable groups. Any skill gaps will be covered by specialist session workers. A gardener will also be recruited to practically support project officers and maintain the growing spaces used for education purposes. Furthermore, a team of volunteers will be recruited to various roles, for example, a buddy to someone lacking confidence in growing their own food.

Outdoor classes will take place at the various MOO Food managed growing sites within the village. Whilst, classroom or kitchen based sessions will be delivered in the newly renovated Muir Hub, which has several excellent spaces and is located in the heart of the village. The MOO Food website will be the online platform for sharing resources, information, inspiration and ongoing support.

Reductions in carbon footprint will be made from reducing the amount of food waste that goes to landfill and the increased amount of locally grown food consumed. Increased community cohesion and resilience will be achieved through expanding local knowledge, skills and confidence in growing their own food together. The knock on effects will be infinite, from increased biodiversity of village green spaces to reduced social isolation.

The vision is for Muir of Ord to be an empowered, environmentally conscious community with the awareness, confidence and knowledge to make food related choices that are beneficial to individual health and well-being, the wider community and the environment. We will lead by example with the aspiration to inspire other communities in the Highlands.