



MT Food Economy Initiative Project Framework

Project Piece	Components	Responsible parties	Timeframe
Project Fit	Determine fit of a community for a project: <ul style="list-style-type: none"> ● Are there people who have the skills, time and interest in this project? ● Is there access to web conferencing or a physical space where social distancing is possible, for a meeting? ● Diversity of coalition / team 	AERO/AB create guiding doc or have a conversation with the local food leader	Provide application / schedule conversations immediately after AERO Expo
Get started: Project introduction and Coalition building	<ul style="list-style-type: none"> ● Elevator speech for AB or community members to use to recruit team members Build the team: Invitations <ul style="list-style-type: none"> ● Start with existing coalitions or with the farmer interested in setting up donation ● Who's likely to have an interest in the food systems issue and efforts to deal with it? Why is it important to them? ● Who might be affected by anything you do? ● What agencies might have a legal responsibility or 	Intro meeting with local food leader(s) & AERO/AB Completed by AB and community	December Coalition built by January

This educational tool was created by and for AERO's MT Food Economy Initiative program.
 For more information, please visit: <https://aeromt.org/what-we-do/food-systems/>.

	<p>interest in the issue or place? What role might they take?</p> <ul style="list-style-type: none"> ● Who has influence or standing in the community food system? ● Who is enthusiastic and likely to have time and energy for the project? ● How to encourage diversity of the team and why diversity is important for teams: <ul style="list-style-type: none"> ○ Diversity of food sector teams - producer, consumer ○ Age, gender, race, (i.e want a youth, retired member) 		
<p>Setting your first meeting</p>	<ul style="list-style-type: none"> ● Invitations - for an initial meeting invite everyone who has shown an interest? ● Venue- Zoom ● Facilitator preparation if needed ● Materials preparation - agenda, design the experience for an inclusive process 	<p>Local food leader(s), coalition stakeholders, & AERO/AB</p> <p>AB & Local food leader 1:1 mentoring for facilitation</p>	<p>Early to Mid-January 1st meeting AERO/AB- develop 1st meeting agenda</p> <p>Ongoing support</p>

<p>Set your direction:</p> <ul style="list-style-type: none"> ● Project purpose and definition ● Mission/Vision ● Core Values 	<p>Meeting 1 components</p> <p>Facilitator/AERO led:</p> <ul style="list-style-type: none"> ● Introductions - who is in the room ● Explanation of role of AB and AERO ● Explanation of community role ● Summary of what group can expect and general timelines of projects ● Presentation on general project ideas including pilot work <p>Community work:</p> <ul style="list-style-type: none"> ● Identify collective purpose of the project with the community <ul style="list-style-type: none"> ○ How does the community see this project working in their community? ○ What does this project seek to solve? ○ What will the project impact? ● Determine the community mission and vision <ul style="list-style-type: none"> ○ Guided visualization for values ○ Headlining ● Think about team roles ● Coalition refinement - who else needs to be included? 		
<p>Project Definition - what will the work will actually be</p>	<p>Brainstorm project ideas</p> <ul style="list-style-type: none"> ● Identify 1-2 solutions <ul style="list-style-type: none"> ○ Is the project relevant, sustainable, feasible? <p>Research</p>	<p>AERO / AB help to develop meeting agendas, provide project</p>	<p>Ongoing</p>

<ul style="list-style-type: none"> ● Assess the current situation ● Research - Data Gathering ● Action planning 	<p>What does the team need to know about the community in order to implement the project?</p> <ul style="list-style-type: none"> ● What is the community already doing related to the project and is there a way to piggyback on current work? ● Asset based community development - <ul style="list-style-type: none"> ○ Definition of ABCD ○ Think about the 5 key assets and what exists in the community already to support the project <ul style="list-style-type: none"> ■ Individuals, associations, institutions, physical assets, connections ● Determine what other data is needed <ul style="list-style-type: none"> ○ Primary data - interviews, community surveys, community town hall ○ Secondary data - city demographic information <p>Stakeholder Analysis</p> <ul style="list-style-type: none"> ● Who will be impacted by the project <ul style="list-style-type: none"> ○ Categories of stakeholders ● How will they be involved in the project <ul style="list-style-type: none"> ○ How will they be engaged to foster local ownership and sustainability ● How will they influence the project's success <ul style="list-style-type: none"> ○ Importance of influence <p>Action Planning</p> <ul style="list-style-type: none"> ● Create an action plan for how data will be gathered and who will do that. 	<p>support</p>	
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	<ul style="list-style-type: none"> ● What resources are needed for action steps: <ul style="list-style-type: none"> ○ Funding, staff time, space needs, supplies, technology, equipment, key partner) ○ How will we use the mini-grant? 		
<p>How to define & share success</p> <ul style="list-style-type: none"> ● Project outcomes ● Monitor and evaluate progress ● Share stories 	<ul style="list-style-type: none"> ● Create project objectives - <ul style="list-style-type: none"> ○ SMART objectives, Objectives with focus ● Evaluation metrics may include: practice, policy, orgs, econ, collaborative context, equity, environment, infrastructure, stories ● System Evaluation- Measure changes in awareness, skills, knowledge & attitudes across spectrum (individ, orgs/groups, & systems (community, policy)) through reflective surveys or observation for folks directly participating in the MFEI project and indirectly affected populations ● Success measures: Indicators of progress for short term (3-6 mths) and longer term (what is appropriate for this engagement?) ● What will the anticipated outcomes be? ● Theory of change - what specific activities and outputs will help this project be sustainable. ● Sustainability - will this project continue to function 	AB Mentorship to local food leader	Ongoing

	Will the coalition end or continue to meet?		presentations / videos, project components in MFEI library on AERO website
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For more information: www.westernsare.org - 406-994-4785



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