



Mission Model Canvas

Project title:

Food4Thought

Created by:

Goodwall SA

Date:

26/07/2023

Key Partners 🤝

Which persons and organizations can support your project and act as intermediaries?

Wyss Academy for Nature
(<https://www.wyssacademy.org/>)

Bites of Transfoodmation
(<https://transfoodmation.com/bites-of-transfoodmation/>)

Key Activities 🔄

What are the three main activities needed to create/realize your project?

-Design of program content & material (scripts, visual identity, hashtag page, challenge video with instructions for participants)

-Comms & Media Outreach (communication material, social media)

-Community management, community moderation and challenges hosting (Management, engagement, chat moderation and user-youth support, editing, promotion of opportunity)

Key Resources 🛠️

Which three skills and resources are central to the implementation of your idea?

Ability to reach Gen Z through the design of engaging online contents.

Community management and moderation to promote the creation of a community of peers around the program.

Integrate informal Learning and microtasking to stimulate interest and drive engagement.

Value Propositions 📺

How do you explain your project to a stranger in 1 minute?

An engaging online program for youth on food sustainability, hosted on the Goodwall platform. Youth in Switzerland are engaged in an online challenge through an experiential learning approach; participants are explained in a short video about the Bites of Transfoodmation (BOT) Manifesto for food system diversity and empowered culture and are then asked to show (through a post or a video) how they apply its principles in their life and sign the manifesto. Participants are voted and winners receive in-cash prizes, invitations to the World Food Forum, a promotional package with product by BoT community members.

Customer Relationships 💚

How do you actively involve your community in your project (beyond just looking/listening)?

Goodwall works closely with youth to co-design and continuously adapt their platform and programs. A constant dialogue and collection of feedback is put in place through a series of means such as groups of youth with most active users, regular communication between Goodwall's Community Management Team and young users on the platform through chats, pages and posting.

Channels 📺

What channels will you use to reach your community? How will the target group find out about your project?

Goodwall platform, internal and external promotion on the App, promotion through partners' online and offline channels

Customer Segments 👥

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

Main target:

Gen Z: youth in Switzerland between 16-24 years old

Secondary target:

Other registered members on Goodwall ; participants communities

Cost Structure 💰

What costs do you expect to incur to realize your idea? 50,000 CHF

Revenue Streams 🌱

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?

What are the costs? No costs for the platform but costs for Program design, community management and moderation, communication and promotion, selection a reward of winners, program management.

2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?

1. After the challenge, we expect those participants: to increase their willingness to consume more sustainability sourced foods; to feel like they learned about food sustainability throughout the challenge; to be more aware about the level of information about food production systems in their communities; to feel like they will continue to actively promote or engage in the topic of sustainable food systems in their community.

Impact is measured through metrics available in the program dashboard and targeted survey at the end of the program.

2. Horizontal scaling up through the promotion of the program to a wider audience and communities.