



Toolkit - Resources for trainers

Microproject - SDG Nr. 3

The Good health company social challenge

Learning Objectives

- Identify who you are targeting with this challenge
- Make sure that all staff are aware of all aspects of the challenge
- Set up cooperation with the local community and businesses
- Set up an information campaign and target to increase social corporate responsibility

Description

SDG number 3 deals with good health and wellbeing and as a social enterprise you can set up a challenge or project campaign to promote health, fight disease through preventive measures and promote information related to health and food. Start by setting up a possible network of local companies in the hospitality and food sector that would like to join this initiative. Make sure the goals are clear and the steps to reach them understood by all participants.

Continue with setting up the informative campaign from multiple angles e.g. you as a social enterprise might promote the social dimension of the action, the hospitality sector will promote the good health food dishes and information, the local authorities can promote the aspect of poor health and the benefits of social health structures etc.

Make sure that all partners have common goals and benefits.



Possible roles of the trainees and skills needed

There are multiple roles involved in this campaign and this needs to be determined at design stage. Meet with all participants who will be actively involved in the campaign and discuss and allocate roles. Discuss with each on the skills that are needed to each role.

- Decision making
- Knowledge about good food and health benefits
- Knowledge about local authorities and initiatives underway -Time management and stress management skills
- Networking and collaboration and team working skills
- Coordinating skills
- Digital and marketing skills
- Content writing skills

<p>Theoretical activity</p>	<p>Make sure you collect relevant information from online resources and discuss with local authorities related to initiatives on the topic at hand. Conduct an online research on similar campaigns that have taken place globally to get ideas and suggestions.</p>
<p>Creative activity</p>	<p>Create small games and challenges for the local community and children to use when they are taking part of your campaign. For example you can call it The Good Food Campaign and promote a small competition on the various SDG goals</p>
<p>Innovation activity</p>	<p>Promote any innovation that can be used i.e. new technologies, augmented and VR in the competitions that you will create. Try to involve local schools to participate and come up with recipes – have them collaborate with the hospitality sector.</p>

Sustainability

Make sure you write all the processes and information that you have created and design a handbook for future reference to re-create the campaign.

