

Sustainability Project Fund Application

Project Title: *Kickstarting the JAM (Justice Alimentaire pour Montréal)*

Budget Requested: \$7000

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I. Project Overview

Project summary:

You are what you eat & we want to be healthy! As individuals, and in relations to our community, we recognize the primary need of every human being to have access to good and nutritious food. Such access is currently blocked and jeopardized by economic, social, technological and environmental factors. Increasingly, we are distant from our sources of food, geographically and experientially, this has a degrading effect on our health and the health of our communities. Access to food is mediated primarily in the economic arena, those who experience structural discrimination and economic disadvantage experience more barriers to wellness as a result. These challenges are growing, so must the strength of our communities to meet them.

The Montreal community responds to these pressing challenges through robust and diverse actions. Across our city, organizations, communities, and our Universities share a common in improving our food systems. Universities and students can play a vital role in this process; however, communication and knowledge is not readily available to facilitate joint work, information sharing, research, student engagement and partnerships between the disparate actors working to improve food systems institutionally, locally, and globally. We have great and growing community food systems, but we need a community of food systems actors.

The JAM (Justice Alimentaire pour Montreal) is a grassroots initiative working to meet this challenge of community building. This work began in January of 2013 as a response to the pressing need, expressed by a variety of stakeholders, for better integration and communication surrounding food issues in Montreal. This project was initiated by McGill students based on the great work that is happening internally at McGill and the need to expand that work to incorporate our broader community and improve our own practices through resource and information sharing across Montreal.

JAM, through “town hall” and working group meetings, has identified key barriers facing communication across food systems actors. Organizations and communities are often time-pressed, unable to conduct the necessary leg work and research to better inform themselves about other projects as they are occupied with their own. Inside universities, there is often a connectivity gap, where many professors, researchers and students are looking for partnerships and collaborations with community groups. Linguistic barriers pose a challenge to networking and sharing. It is our belief that bringing these actors “to the table” both virtually and in person will allow for the formation of organic information sharing and relationship building. The JAM is just that: a platform that connects expertise, resources and needs.

Based on our needs assessment we are seeking support in the amount of \$7,000, towards human and material resources to achieve the following objectives: to further cultivate the potential of the JAM and grow our structure; to create a dynamic report on current food actors (a multi-media access point for the promotion and integration of food systems work); to organize and host a convergence (an interactive networking event).

These activities will provide vital space for “growing” our food systems movement across diverse projects, communities, and actors. Through this, we hope to increase collaboration; share best practices, and reduce redundancy—needs identified by our preliminary work.

Defining Our Objectives:

Cultivating the JAM	The JAM is a successful and growing volunteer movement which has reached a vital stage in its growth. Like a sapling needing support and tether during early growth, the JAM has reached a point where certain structural support is needed to fully cultivate the potential. This structural work is anticipated to be short term (or to lead in new resource directions), and includes outreach (connecting people to strengthen our relationships across the food system), administration (establishing resources and protocols), and facilitations (planning and guiding meetings and events) - see “Project Implementation”.
Creating a Dynamic Report (3 components)	<ol style="list-style-type: none">1. A text based resource guide providing a thematic breakdown of Montreal food systems actors. This guide will cross reference thematic references with projects and people working on that issue- providing a vital entry point for engagement with the Montreal food systems for new actors, and a great resource for those already engaged.2. Digital/Website: to make this information activity and facilitate linkages, we will provide a web based platform hosting the text based resource, and more active elements such as a community calendar and other aggregated resources.3. Video Element: to promote Montreal food systems actors and provide an engaging platform for accountability and best practices, we will produce 2 video capsules, about 15 minutes in length, 15 minutes in length, involving 10 engaged participants representing a variety of organizations and social locations. These videos will help to document to the food systems movement in Montreal, and provide an engaging access point for those just entering the conversation.
Hosting a Fall Convergence	The Convergence will bring together approximately 150-200 participants for an engaging conversation around Montreal food systems. This will be a chance to share and celebrate the work being done, discussion challenges, and build personal relationships towards collaboration and durable responses to our community’s needs.

Project eligibility:

Our project directly supports McGill’s sustainability vision as set out through Vision 2020, particularly for the goals contained in the categories of Connectivity, Education, and Research. The JAM is about sustaining “many strong, reciprocal relationships with partners” in and around Montreal (Connectivity, Goal 3), and this is a crucial part of building community toward a sustainable future. Importantly, our project goes beyond the important work of the McGill Food Systems Project, as the JAM connects McGill to the broader Montreal community. This external lens is outside the main focus of the MFSP, and we look forward to working with the MFSP to strengthen these community relationships through the JAM.

More concretely, the JAM will contribute to a culture of sustainability at McGill and beyond by:

- Fostering connections between McGill faculty members and departments with the larger Montreal community
- Fostering connections between McGill community members and the broader community through JAM programming and events (particularly a Fall conference).
- Linking actors involved in the McGill Food System (e.g., McGill Food Systems Project, Organic Campus, Midnight Kitchen) with similar initiatives in other universities and thus helping to establish an inter-campus food system.
- Helping students interested in doing community-based applied research to find projects in and around Montreal.
- Spreading awareness about the existing and available resources for students and faculty.

Timeframe/Milestone:

The timeframe for this project is July-October, 2013.

	<i>Dynamic Report</i>			<i>Fall Conference (aka. "Convergence")</i>					
<i>July</i>	Conclude research on sustainability actors	Code sustainability actors for themes	Conclude filming of video elements		Identify key logistic elements; location and budget	Brainstorm key objectives for the event	Research facilitation strategies	Outreach to potential collaborators and partners	
<i>Aug</i>	Create user friendly resource (online and print) for navigating Montreal Food Systems Actors	Translate information	Edit and subtitle video elements	Launch video elements	Secure key logistics; space, date, partners, budget	Create promotional materials	Circulate working document of facilitation strategy	Promote the convergence	Register participants; collect information about participants to better adapt facilitation strategy
<i>Sept</i>	Launch website and solicit feedback	Disseminate print/pdf Food Systems Actor report to partners/students for use during orientation	Promote video elements	Create guideline for further additions to the Food Systems Actors report	Promote convergence registration on campus	Network to ensure community and organizational participation	Complete facilitation plan in line with identified themes and information collected in pre-registration	Host convergence	
<i>Oct</i>	Edit and improve online platform in line with feedback	Identify "next steps"	Edit and improve Montreal Food Systems Actors document, circulate widely	Produce report on activities, including lessons learned	Solicit feedback from participants	Update Montreal Food Systems Actors document with reference to conference attendance	Create report on convergence and circulate amongst participants	Identify "next steps"	Produce report on activities, including lessons learned

Stakeholders:

The JAM's stakeholders include students and faculty from McGill and other universities in Montreal, as well as multiple local community groups. Since the JAM is a network, a key part of our work will be expanding this stakeholder list and building stronger relationships with community actors involved in shaping the food system.

- CUTV: hosting videos, providing training, equipment and human resources
- QPIRG Concordia, McGill: sharing information and providing funding for room booking and meeting space
- GRIP UQAM: hosting and building Internet platform
- Concordia Food Coalition: helping organize and host Fall convergence
- McGill Food Systems Project: sharing information about their process and participating to meetings
- Faculty members: advisory role and sharing information (Hugo Melgar Quinonez, Holly Dressel, Nicolas Kolsoy, Caroline Begg, Elena Bennet, Jeffrey Cardille, David Wees)
- McGill Integrated Education for Sustainability: open a food sustainability branch for applied research

The JAM has already attempted to contact all food systems actors in Montreal, many stakeholders responded by agreeing to individual meetings, joining the JAM as active participants, or attending JAM events. The feedback we have received has been very positive. The open and decentralized concept of the JAM, and of the specific objectives of this application

(the dynamic report and convergence) will allow new participants to join, and guide, the work of JAM and the trajectory of the work. This is, at the heart of it, an exercise in community building: all are welcome and the project is shaped by the participants.

The following groups and individuals have expressed their support, shared information and attended meetings.

- **Faculty:** Satoshi Ikeda, Daniel Naud, Elisabeth Abergel, Aziz Fall, Dominique Caouette, Christopher Bryant, Jordan Le Bel, Laura Shillington, David Szanto
- **University groups:** Crapaud , Aliments d'Ici, Sustainable Concordia, Solidarity Across Borders Food Committee, Concordia Food Coalition, Concordia Greenhouse, People's Potatoes, Loyola College for Diversity and Sustainability, Ras le Bol, REDTAC Observatoire pour la Souveraineté Alimentaire (U de M), Direction de Développement Durable (HEC)
- **Community groups** Slow Food Montreal, Alternatives, Action Communiterre, Centre Internationaliste Stanley Bréhaut, Ryerson / Fondation Aubin, Santropol Roulant, Equiterre, Food Secure Canada, Table sur la Faim, Union Paysanne, GRAIN, Protec-Terre, Groupe de Travail pour l'Agriculture Urbaine, Second Servings Montreal, Sierra Youth Coalition, JELT, Mouvement pour la Décroissance Convivial, Idle No More, Cuisine du Peuple/ Occupy Montreal, anti-Monsanto Group, Seeds of Conscious Capitalism, Climate Justice Montreal, Permaculture Guild, Mouvement Transition, Mouvement pour la Simplicité Volontaire, Citoyen(ne)s pour la Gestion Responsable des Boues Municipales, Coop-surGénéreux, the Plant, Université de la Terre, Food not Bombs, Yellow Door

II. Project Implementation

Tasks and Responsibilities:

Since January 2013, the JAM has been coordinated by a core group of volunteers. However, to support this project going forward, we propose to hire a full-time coordinator (Hugo Martorell), at a pay rate of \$13/hour for 35 hours per week until October 31th, 2013. On this basis, total pay for the duration of the project will not exceed \$7,000. This short-term paid position comes at a critical time for the JAM, as we seek to develop many of the building blocks (e.g., website, video, text) necessary to support the JAM going forward. We have developed a job description for this position, see appendix B.

The conclusion of the activities outlined in this grant may, or may not, recommend sourcing additional resources for the continuation of such a position; the steering committee and JAM membership will consider this based on the coordinators reports. It is our belief that the report and convergence will provide a starting point for relationships and information sharing which will see future activities taken up within specific existing projects, by working groups, and through the commitments of organizations and volunteers.

III. Financials

Revenue		
Requested from:	Amount	Confirmation date
McGill SPF	\$ 7,000.00	June 2013
GRIP UQAM	\$ 1,500.00	June 2013
Total	\$ 8,000.00	

Expenses	
Coordinator	\$ 7,000.00
Fall Conference	
• Food	\$ 400.00
• Space	\$ 300.00
• Publicity	\$ 300.00
Total	\$ 8,000.00

Appendix A: What is the JAM?

Justice Alimentaire Montreal (JAM)

Montreal Food Justice

Vision:

A just, accessible, nutritious, participatory and ecologically resilient food system for Montreal and its surroundings.

Mission statement:

JAM is a collaborative network of community members interested in transitioning the food system in and around Montreal towards a more just and sustainable vision.

Activities:

JAM brings together people in Montreal to collaborate, learn, share, develop and celebrate towards the achievement of our vision.

It does this through...

- An amazing online platform
- Regular networking events
- Actively working to connect socially-engaged academia with communities in need of community-based research
- Inspiring change through direct community action projects
- Advancing the sustainable food economy.

Scope:

JAM's activities relate to the food system in and around Montreal, across the urban-rural divide.

JAM works with many community members, seeking to be inclusive of anyone interested in transitioning the food system toward our vision. Anyone can be involved. Key stakeholders include, but are not limited to:

- Groups marginalized by the current agro-food system (low-income, racialized communities)
- Faculty, students, and staff of local universities
- Citizen and solidarity groups
- Social justice oriented networks
- Community centers, organizations and NGOs
- Socially and environmentally minded, collective or cooperative forms of enterprise

Principles:

Inclusive: Everyone can participate

Adaptive: We change as needed

Flexible: Multiple ways to engage

Diversity: Diversity is embraced

Ecological integrity: Natural systems flourish.

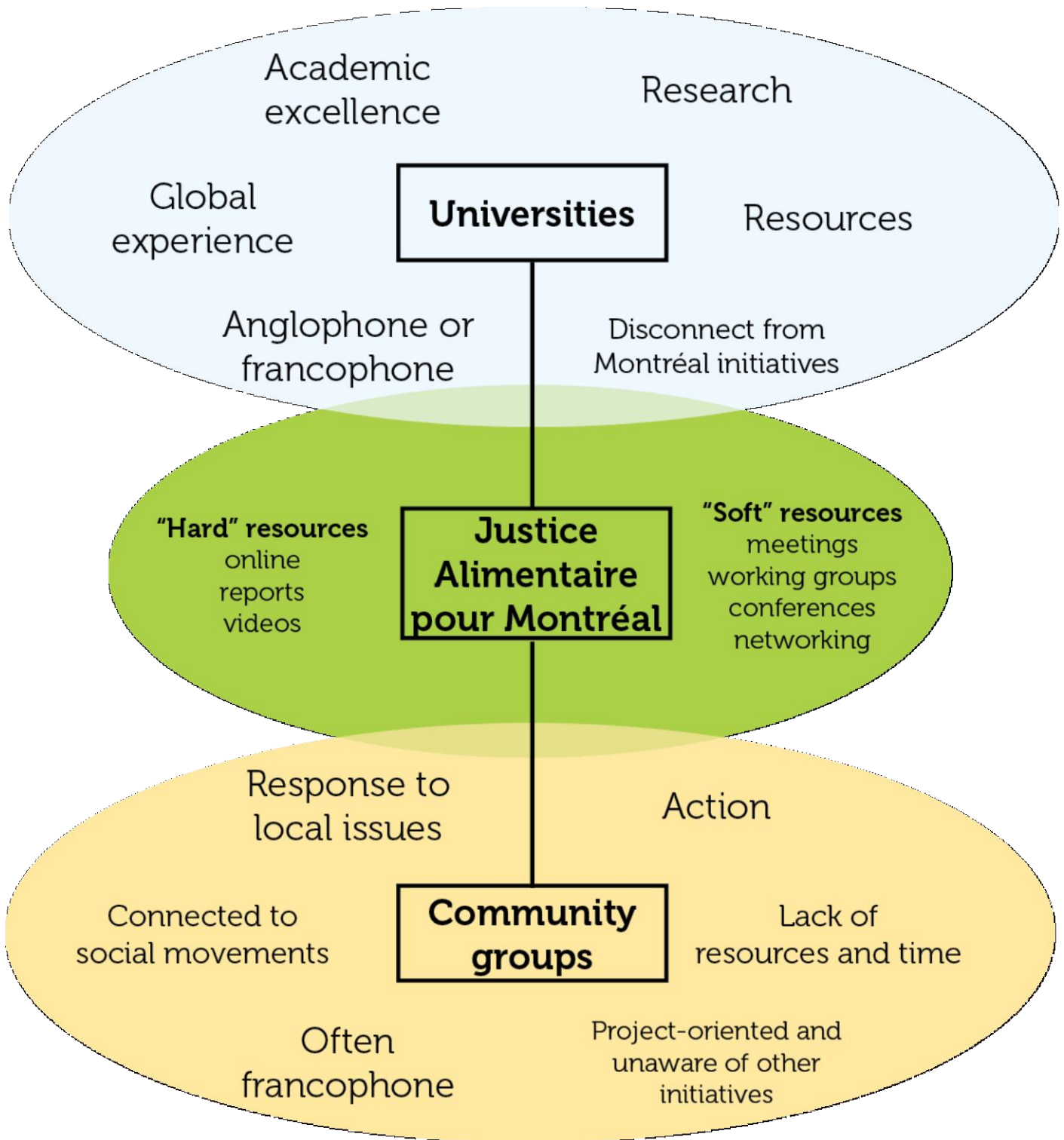
Transparent: We share ideas and lessons learned.

Equitable: We seek justice.

Holistic: We accept complexity.

Collective responsibility: We play our part.

Justice alimentaire pour Montréal: Linking University resources with grassroots action



Appendix B: Job Description

Job Description: Project Co-Ordinator

Position type: Full time (35 hours per week)

Remunerations: \$13.00/hour

Start Date: July 1, 2013

End Date: October 30th^l, 2013

The Project Coordinator will report to the Steering Committee of JAM, in accordance with the time line and objectives (above). The Co-ordinator will:

- **Research:** consolidate information regarding the sustainable food system practitioners in and outside of Montreal, towards the production of the dynamic report components (video, website, print resources)
- **Facilitate:** organize logistics for meetings, facilitate internal communication, and provide translation.
- **Network:** promote JAM to stakeholders, facilitate the convergence, and connect individuals and organizations with similar interests and complementary skills and resources.

The coordinator will also be coordinating a team of approximately thirteen dedicated volunteers from a diversity of backgrounds towards the objectives of this project, and with respect to the internal structure and sustainability of the JAM. This work also entails developing structural features of JAM such as guidelines for internal and external communication and resources for working group.