impact journeys

new impact. TRI-SECTOR INNOVATION CANVAS Version 1.0

community insights

Repurpose, Realign, Harness Self-Interests, Create Common Benefit

Ⅲ IMPACT AREA		REGION
SDG:		POPULATION SERVED
SPI:		USER SEARCH
TRENDS & LEARNING		NOTES
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POLICIES	· NEWIMPAC	T INNOVATION BRAINSTORM

GOALS				
NEWIMPACT WIKI - ORGANIZATIONS, RESOURCES & ALIGNMENT OF INTERESTS PRIVATE SECTOR SOCIAL SECTOR PUBLIC SECTOR				
TEAM MEMBERS				
RESOURCES				

SPOTLIGHT INTERVIEWS

SELF INTERESTS

▲ PROBLEM IDENTIFICATION

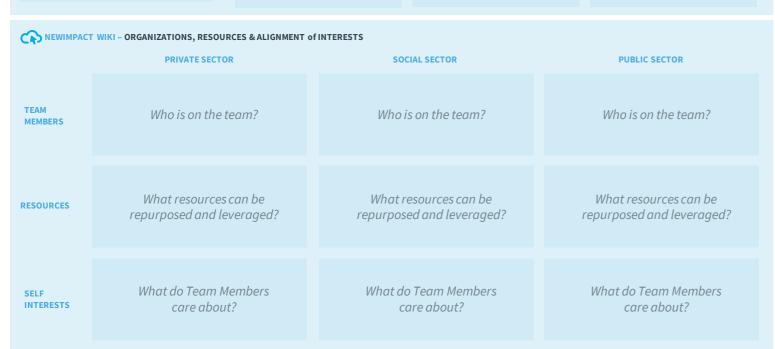
PROBLEM STATEMENT

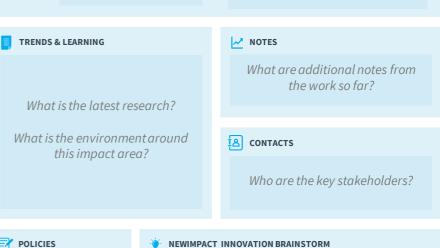
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What policies

effect this impact area? Are any ideas developing?

Any early innovation concepts?

Next Steps: Build Tri-Sector Equation

Impact. TRI-SECTOR INNOVATION CANVAS Version 1.0



PROBLEM IDENTIFICATION

PROBLEM STATEMENT

In Denver, nearly 1 in 6 households (1 in 5 children) experience food insecurity (link), lacking access to convenient, affordable and healthy foods.

The way Americans eat and produce food costs nearly \$2 trillion in health and environmental expenditures alone-and that cost disproportionately burdens communities of color (link).

GOALS

Enable every Denver resident to have healthy, desired food in their stomachs every day of the year, throughout their lives.



COMMUNITY INSIGHTS

"I try to get my lettuce before the store turns the sprinklers on, so it doesn't add weight and increase the price."

"If I see beans at the store for \$1.10 per can but know I can get them on sale for \$0.85 per can another day, I will wait to buy them and make another trip to get the cheaper beans."

"While homeless, I went to different pantries and charities and was only able to get unhealthy, processed, high-sugar foods. I put on a lot of weight and felt incredibly unhealthy."



SPOTLIGHT INTERVIEWS

"Absolute hunger isn't the problem. Instead, it's the inability to feed families nourishing

"Food is expensive. Minimum wage is low, rent is high, and there isn't enough money left for food."

"Cheap corner stores change the economics and access of unhealthy foods, making bad food easier to get and more expensive that at a arocery store."

"Fragmentation of data maintains the status quo in the food supply chain."

"Charitable food system is buying food to give away. Can't that be done directly by people?"



IMPACT JOURNEYS

Food insecure shoppers' needs are not being met in one place. Significant time, energy and resources are lost trying to maximize limited resources and find desired, quality items.

Stigma and significant barriers to accessing government and charitable food support lead to hunger and unhealthy eating.

TOPIC: Denver County Community Food Utility

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IMPACT AREA

SDG:

SPI:

2.1 End Hunger 2.2 End Malnutrition

Undernourishment, Food Insecurity, Supermarket Access

USER **SEARCH:** Food, Food Insecurity. Food Deserts, Hunger

REGION

Denver County, CO

POPULATION SERVED

Denver County residents

TRENDS & LEARNING

- · Case for Community Food Utilities (Dr. John
- · Preliminary Research for a New Impact Food Utility Platform (Jim Marchiori)
- · Why We Need A Public Food Sector (The
- Metro Caring Listening Campaign Report
- True Cost of Food: Measuring What Matters to Transform the U.S. Food System
- · Barriers that Constrain the Adequacy of Supplemental Nutrition Assistance Program Allotments (USDA)

✓ NOTES

Place the lever at the consumer end of the food system to create change.



CONTACTS

Teva Sienicki, Metro Caring Dr. John Ikerd, Agricultural Economist

- · Colorado Blueprint to
- **End Hunger**
- · Healthy Food For Denver's Kids
- Office for National **Economic Supply**

POLICIES

- Denver Food Vision
- Switzerland Federal
- · USDA Commodities **Credit Corporation**

NEWIMPACT INNOVATION BRAINSTORM

Creation of Denver County Community Food Utility to facilitate universal basic food program, providing free access to community-chosen selection of 100 high-quality items at all times. The utility will also leverage the procurement power and demand for these items to create a data commons that generates additional revenue and discounts to be shared with residents, as well as strengthen the reslience of the local food system through the development of a 30-day emergency food supply.

MEMBERS

RESOURCES

SELF

INTERESTS

· Food retailers (King Soopers, Sprouts)

- Food hubs (East Denver Food Hub)
- Food producers (US Foods, Coleman Natural Foods)

NEWIMPACT WIKI - ORGANIZATIONS, RESOURCES & ALIGNMENT of INTERESTS

PRIVATE SECTOR

- · Food processors (Tree House Foods) · Mobile app developer (Dogtown Media)
- Food/grocery delivery (Bondadosa, Instacart)
- · Data mgmt. system developer (Codify, IRI)
- . Marketing/branding firm (Vermilion Design + Digital)
- Shelf space/stocking capacity/cold storage

· Inventory management

- · Supply chain expertise, producer relationships · Discounts/coupons for food/household goods
- White-label food processing ability
- Point of sale systems, digital transactions
- · Transaction, consumption data

Increased customer base/foot-traffic

- · Increased sales
- · Customer/sales retention
- Reduced costs
- · Increased efficiency

SOCIAL SECTOR

- · Charitable food providers (FBR, Metro Caring)
- · Food Access & Nutrition orgs (Metro Caring, ReVision) · Social service providers (Rocky Mountain Human
- · Food producers/hubs (High Plains Food Coop)
- Local ag/producer advocates (GoFarm)
- Hunger Advocacy Orgs (Hunger Free CO)
- · Philanthropies (Morgridge Family Foundation)
- · Center for Good Food Purchasing
- Shelf space/stocking capacity/cold storage
- Cooking classes/support (Slow Foods Denver) · Nutrition education
- · Community outreach/trust/connections/language
- Technical assistance/navigation of resources
- Local producer connections & capacity building support
- Funding
- · Food standards/values framework

- · Economic development for local ag
- · Reach and support community members w/services

- Food subsidy funding streams (SNAP, WIC, TEFAP)
- HFDK Tax revenue

Commission)

- Tax, bonding, financing authority
- · Public utility creation, authority, regulation Education/training programs, grants for food access/ag

PUBLIC SECTOR

Environment, Mayor's Office, Council, Office of Children's

· Colorado State Gov't (Dept. Of Human Services, Dept. Of

· Colorado State University (CSU Extension, SPUR Campus)

· City/County of Denver (Human Services, Economic

Ag., Dept of Regulatory Agencies/Public Utilities

Development & Opportunity, Public Health &

- Public program/funding data
- Private & social sector contact lists

· Ending hunger & root cause issues · Creating econ. opportunity and security for residents

Increased tax revenue

- · Economic & community development
- · Cost reduction for public services · Program utilization/adoption
- · Improved public health