

# SHOW WHAT YOU GROW COMPETITION

*Show what you grow (or what you would if you had land)*

Food and Climate Action, a project delivered in partnership by 6 organisations across Glasgow, has been working together to create conversation around what a more sustainable and fairer food system in Glasgow could look like.

During COP26, the array of different events worked on by members of our Food and Climate Action project looked at land ownership issues in the context of food growing and the climate emergency. The learning from these events fed into our **#DemandForLand campaign** which took place throughout the Summer of 2022 and resulted in a number of publicly accessible resources for understanding the lay of Glasgow's land and how to use it.

The purpose of the campaign was to inspire the people of Glasgow to think about our city's land differently, seeing the possibilities that so much of it has for food production; as well as to look at the barriers to accessing land and where changes could help lessen those obstacles.

We developed the **Show What You Grow Competition** to engage people in **conversation** around land use for food production. We celebrated everything from window boxes to full-scale urban farms, encouraging people to see that even growing on a small scale contributes to a **fairer food system**. We also wanted the competition to become a way for people to realise that they have a **right to access more land** in Glasgow.

We hope this small case study showcases how this can be a useful tool for engagement. It can be a great conversation starter, which you can follow up with other tools in our Campaign Pack including our **Demand for Land Route Maps**, and our **Land Illustrations**.

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Demand for Land was made possible thanks to Food for the Planet, and funders Esmée Fairbairn Foundation & The National Lottery Community Fund.

The campaign is part of #FoodClimateAction, a project delivered in partnership by 6 organisations in Glasgow and funded by The National Lottery Climate Action Fund.



# SHOW WHAT YOU GROW

(OR WHAT YOU WOULD IF YOU HAD LAND)

All submissions will be entered into a prize draw to win a guided urban foraging experience.  
#DemandForLand



We think Glasgow needs more land for growing, from backcourt veggies to community gardening groups and urban farming. We think Glasgow City Council needs to make more of its latent and derelict land available for growing use. If you think so too, leave a wee message for your councillors [here](#).

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The competition worked by using postcards at all of our **in-person events** running throughout the campaign. The postcards included a **short statement** in the purpose of the Campaign and **instructions** on how to use the postcards.

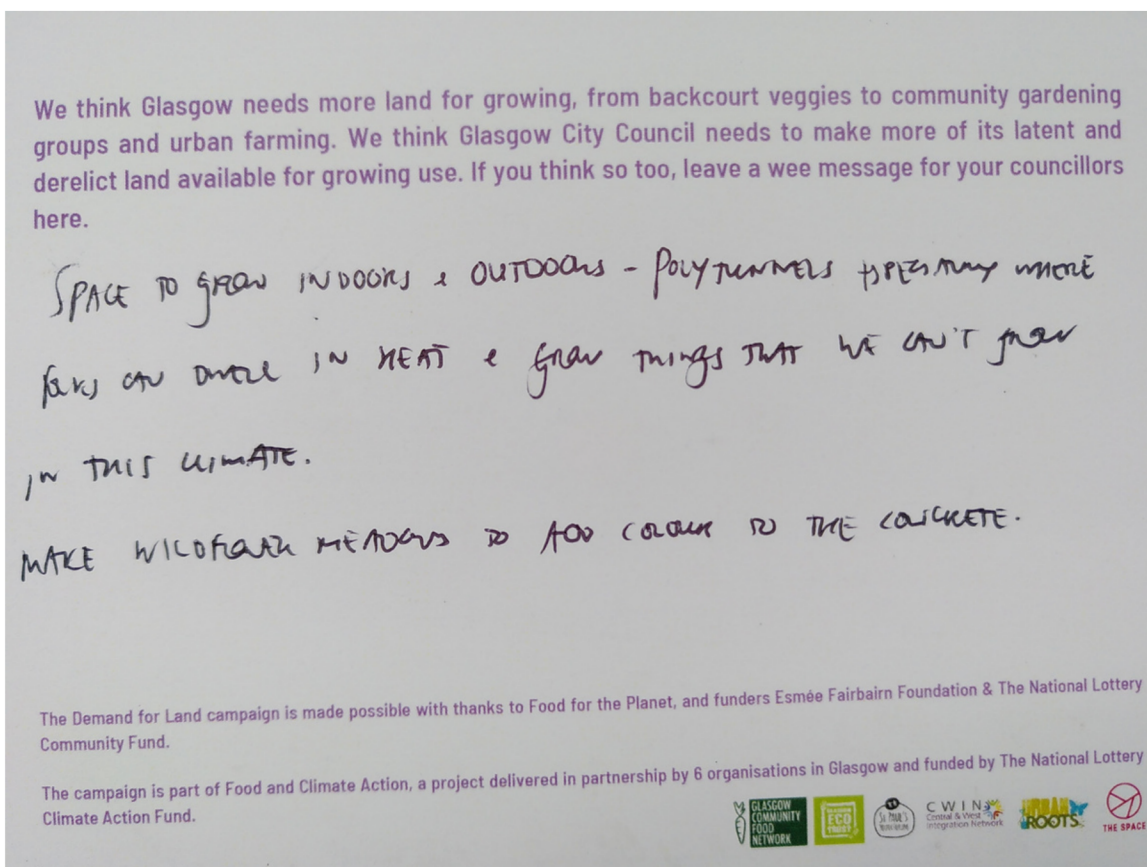
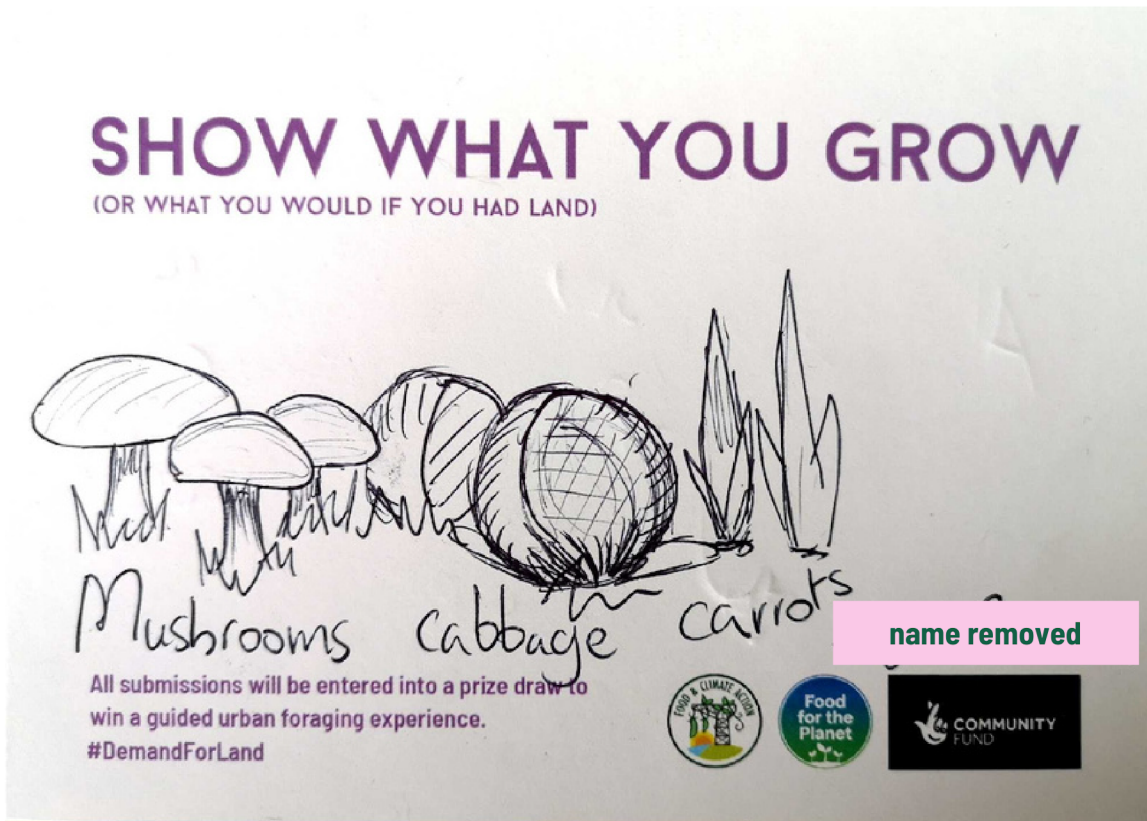
As you'll see, by including a **prompt**, the postcards were a helpful tool in drawing out thoughts and views on land access in Glasgow.

Space was given on the front to draw a picture of what the participant grows or would want to grow, and space on the back for writing a message to local councillors (see page 2).

At the same time, we developed a concurrent **social media push** for the competition.

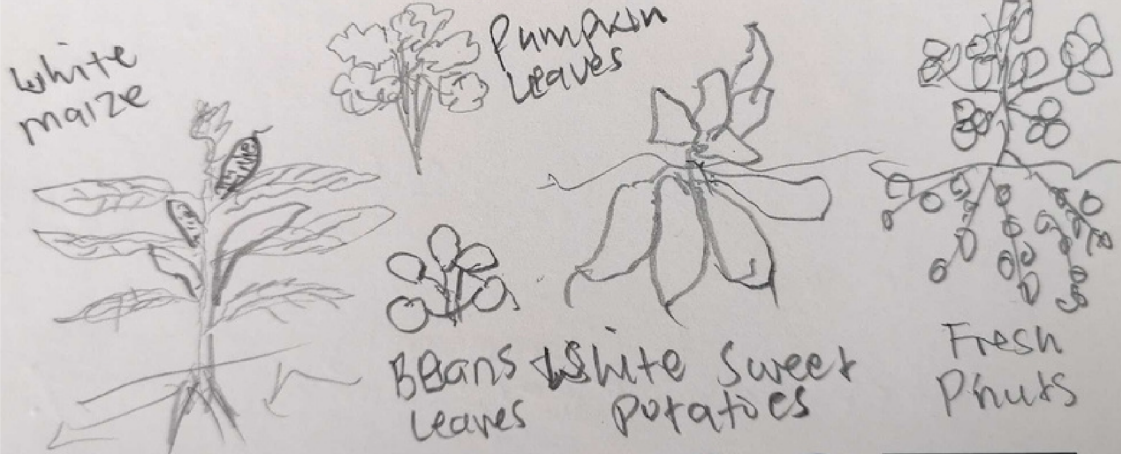


We found that the in-person engagement was stronger than the online engagement. However, the effort required to duplicate the competition online was low-effort and overall, helped us to continue building a strong message and presence for the Demand for Land Campaign.



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(OR WHAT YOU WOULD IF YOU HAD LAND)

I'd love to set up new food-growing spaces in/around Bridgeton.  
Pref somewhere with space for a small polytunnel so we can grow stuff that'd benefit from some protection, that'd be popular with my neighbours, who come from lots of different countries (ie coriander & chillis)

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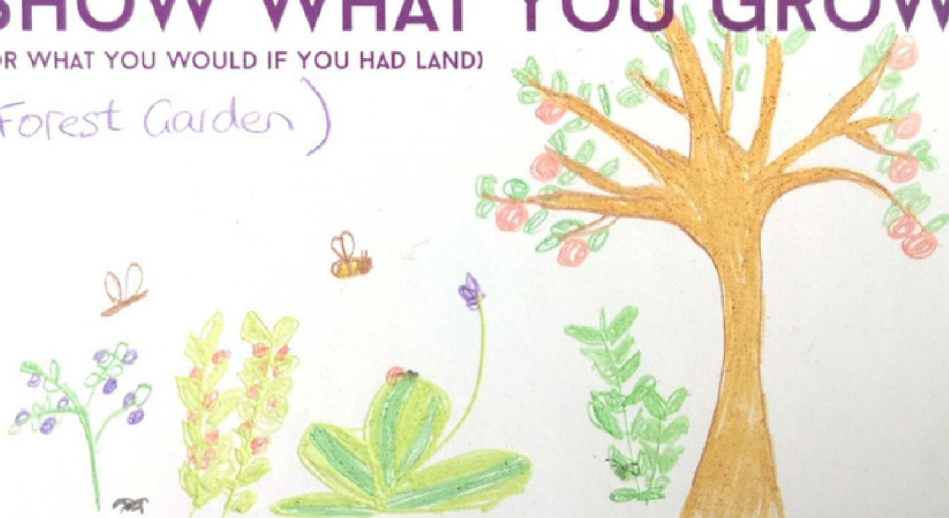
#DemandForLand



# SHOW WHAT YOU GROW

(OR WHAT YOU WOULD IF YOU HAD LAND)

(Forest Garden)



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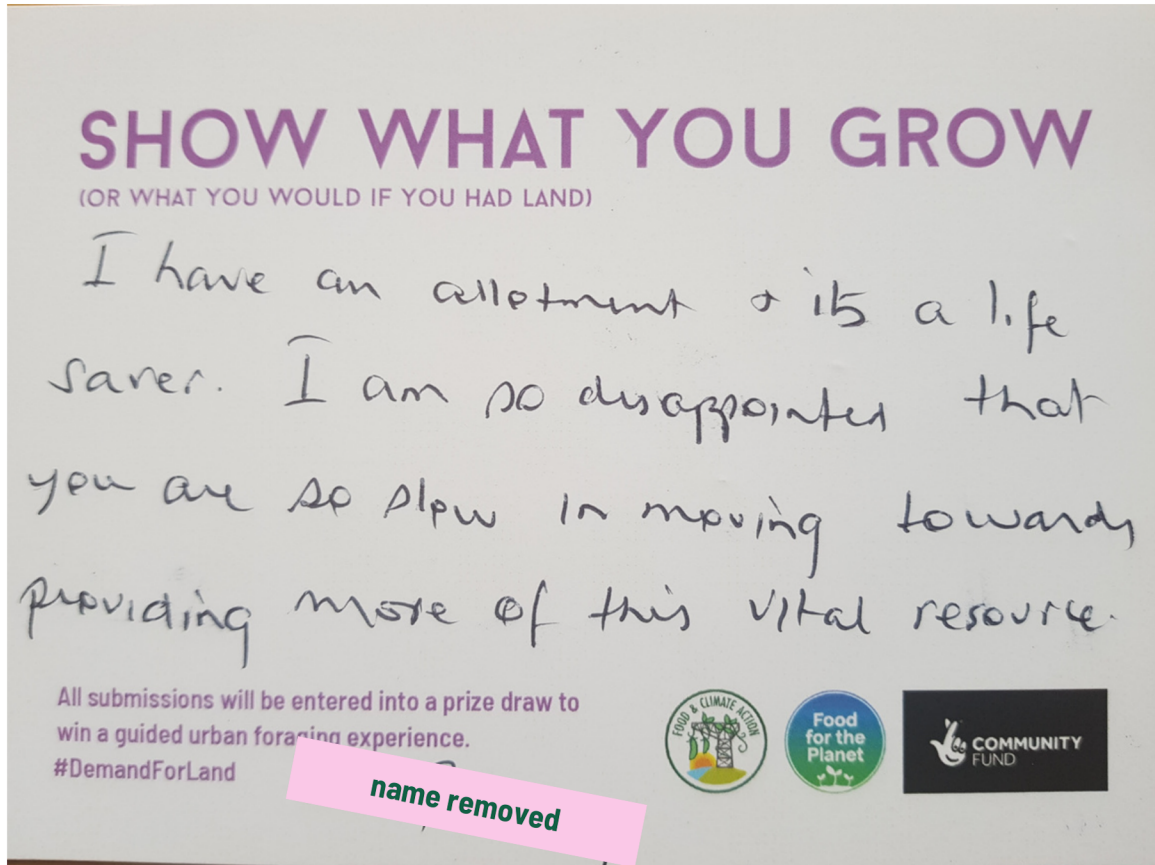
(OR WHAT YOU WOULD IF YOU HAD LAND)

Glasgow Council,

Please allow as space to grow vegetables, fruits and generally be able to come closer to the environment and learn more about it. ☺

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This is an engagement approach that can be easily replicated at a relatively low cost. It can be further developed by supplying local organisations, business and locations where community gather with a stack of postcards and a suggestion box which can be collected by the campaign team at a later date.

You can use our **free postcard template** on Canva here: [www.bit.ly/Postcard\\_Template](http://www.bit.ly/Postcard_Template) - please make a copy of the template before editing, so that others can also use it.

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