

# CASE STUDY: FUTURE OF FOOD FESTIVAL

Our company is driving you to leading the way to a sustainable future, inspiring all generations.

## OBJECTIVES

Future of Food, a week-long festival in Regent Street and St James's, aimed to highlight sustainable food practices and celebrate the vibrant restaurant scene in Central London. However, the challenge lay in not just preaching sustainability but embodying it throughout the event. The festival organisers sought to engage attendees in a meaningful way, fostering a deeper understanding of sustainable practices within the food and restaurant industry.

## SOLUTION

Square Mile Farms, addressed the sustainability challenge by organising a comprehensive installation comprising Farm Walls and farmstands, showcasing almost 400 live-growing leafy greens and herbs. Engaging activities, such as hands-on plant-growing workshops, sustainability seminars, cooking demonstrations, and educational visits for schools, provided an immersive experience in sustainable food practices. Our collaboration with Future of Food transformed the festival into a holistic educational platform, making the Urban Farm a focal point for diverse sustainable activities right in the heart of London.

## RESULTS

### 1. Urban Sustainability Showcase

Square Mile Farms' integration at the Future of Food festival engaged attendees actively, showcasing urban farming's potential for sustainability.

### 2. Inspiring Eco-Friendly Commitments

The festival's success, with Square Mile Farms, inspired a stronger commitment to sustainability in the food industry, empowering individuals to make more eco-friendly choices.

### 3. Seamless Integration

The collaboration demonstrated how innovative solutions like vertical farming can seamlessly integrate into urban environments, creating a lasting impact on awareness and behaviour for a future where food production aligns with environmental stewardship.



## AT A GLANCE



**20 days**  
of events



**2000**  
number of visitors



**35kg**  
donated to charity



## LOTTIE HUNTER

Account Director, Gastronomous

"Thank you to you and all your team for helping make FoF 2023 the huge success it was. We absolutely loved it all, especially the Urban Farm: the hub for Future of Food which it really was and I know for a fact that it had a positive ripple effect through the Crown Estate. It brought so much happiness to many, myself included and certainly inspired young and old to open their eyes to a greener future."