



Bwyd a Diod Cymru
Clwstwr Cynaliadwyedd
Food & Drink Wales
Sustainability Cluster

Sustainability Cluster Plan 2021/22



Sustainability Cluster - Vision

To make Welsh Food & Drink the
most sustainably produced in the
World and **shout about it.**



Sustainability Cluster – Plan for 2021/22

The plan for 2021/22 for the Sustainability Cluster revolves around 5 key areas:

- Cluster Management and Recruitment
- Building Awareness
- Developing Skills, Capability and Capacity across the Welsh Supply Base
- Improving Knowledge, Insight and Research and Access to Information
- Promoting Best Practice



Cluster Management and Recruitment

- Development of Sustainability Cluster Plan for 2021/22
- Monthly cluster meetings
- Re-engagement and recruitment through;
 - Fine Foods, Seafood and Honey clusters
 - Cywain
 - Horticulture, Lantra and Tyfu Cymru
 - Export Club, Sustainable Scale Up and Nutri Wales
 - Food Innovation Wales
 - Primary Agriculture (NFU, FUW & HCC)
 - Wider Food and Drink Producer recruitment
- Regular Sustainability Cluster reporting to key stakeholders



Building Awareness

- Development of 'Brand Ambassadors'
- Taste Wales – Sustainability Zone
- Strong Communication Plan;
 - Sustainability Cluster on LinkedIn
 - Quarterly Newsletter
 - PR / Marcomms plan in line with Brand Wales project
 - Deliver regular press releases and case studies.
 - Regular updates to the Cluster 201 group, WG Sustainability Team and Food and Drink Wales Industry Board (FDWIB)



Developing Skills, Capability and Capacity across the Welsh Supply Base

- Cluster member 'baselining' and creation of key workstreams
 - B-Corp
 - Identification of producers
 - Completion of B-Corp Impact Assessment
 - Mentoring and Support to achieve Certification
 - Development of B-Leader B-Hubs in Wales
 - Engagement with Trade Team to develop market opportunities
 - Net Zero Carbon – development of tool to understand where cluster members are now and how to improve them
 - Training and Support
 - Accessing Funding – Scale Up Cluster / Investor Ready
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Improving Knowledge, Insight and Research and Access to Information

- Providing cluster members with regular access to Sustainability information and trends
- Sustainability Cluster linked up with European clusters via the European Cluster Collaboration Platform (ECCP)
- Programme of 'Guest Presenters' at cluster meetings
 - Retailer CSR Director
 - Industry Experts
 - Sustainability Cluster members feeding back case studies or press releases featuring sustainability wins
 - Economic Contract / Sustainable Farming And Our Land
- Improve knowledge of cluster members



Promoting Best Practice

- Inward facing PR / Marcomms Plan to ensure cluster members are aware of progress being made around sustainability
- Sharing of Case Studies and good news stories amongst cluster members
- Quarterly Newsletter
- Share best practice being delivered by European Cluster (via ECCP)
- Highlighting cluster member progress via Sustainability Cluster LinkedIn page.

