



# Full of Beans



Campaign Communications Toolkit

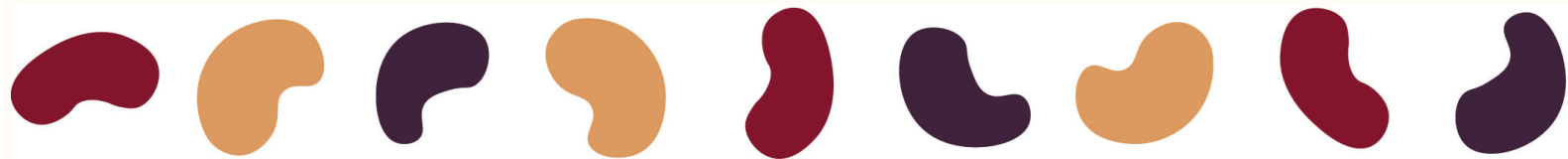
## What is the campaign all about?

Glasgow Food Policy Partnership and Glasgow Community Food Network are collaborating on the Full of Beans! campaign with the aim of getting more beans onto Glasgow plates. We believe in the power of beans as a nutritious, affordable, climate-friendly food option for the people of Glasgow.

This city-wide campaign aims to promote greater consumption of beans and pulses as part of a healthy, planet-friendly diet in Glasgow. It will do so by:

- sharing information on the environmental and health benefits of growing and eating beans;
- creating Glasgow-specific information on how to grow and cook beans;
- encouraging caterers to include more bean-based dishes on their menus;
- creating opportunities for different sectors and the general public to participate.
- involving growers in the city and encouraging people to grow and save seeds of interesting bean varieties

You can help us spread the word about the potential power of beans by sharing our infographics about the different benefits of beans, sharing a bean recipe of your own, or even running a bean-focused event. You can find more information about how to get involved using our How to Get Involved Toolkit or by emailing [thaliag\\_gcfn@outlook.com](mailto:thaliag_gcfn@outlook.com) for more information.



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### Image Descriptions

## Social Media Posts

You can find all the different infographics and images to use when posting about the campaign [here](#).

There are image descriptions for each image at the end of this communications pack. Please either include them in the description or using the site's 'advanced settings' for those who use screen readers.

Please tag Glasgow Food Policy Partnership and Glasgow Community Food Network when you're posting - our handles are:

Instagram - [@goodfoodforglasgow](#) [@glasgowcommunityfoodnetwork](#)

Twitter/X - [@glasgowfpp](#) [@gcfnetwork](#)

Facebook - [@glasgowfpp](#) and [@glasgowcfn](#)

Linkedin - [Glasgow Food Policy Partnership](#) and [Glasgow Community Food Network](#)

Campaign hashtag: #glasgowfullofbeans

## Post ideas

As well as the post text and images we've created that are all ready to go, please share your own posts and tag the above accounts - we'd love to see and share them! Here are some ideas to get you started.

We are inviting restaurants to put new beantastic dishes on the menu - let us know if you have sampled some of these and share a picture with your thoughts and the name of the place you visited.

Share your favourite bean recipe with photos, why you like it, and a serving or meal suggestion.

What is your favourite type or brand of bean - dried, canned, or jarred? Why not share a picture of the beans, what recipes they can be used in, and where in Glasgow you can buy them.

Find a new bean recipe and have a go at making it. Then post a review with pictures of what you made and if you'd try it again.

Why not try growing your own bean plant and posting updates from seed to stalk to when you get to enjoy your home grown beans as part of a delicious meal!

## Ready to Post

### Let's make Glasgow Full of Beans

#### Social media/ Newsletter Text

We want to make Glasgow Full of Beans! As a nutritious, affordable, climate-friendly food option, beans offer endless meal possibilities. Glasgow Food Policy Partnership and Glasgow Community Food Network have launched a new campaign with the aim of getting more beans onto Glasgow's plates.

Whether you're already convinced about the benefits of beans or you want to find out more, you can find resources, recipes, and toolkits for how you can get involved at: [goodfoodforall.co.uk/projects/fullofbeans](https://goodfoodforall.co.uk/projects/fullofbeans)

#glasgowfullofbeans

#### Twitter/X Text

We want to make Glasgow Full of Beans! As a nutritious, affordable, climate-friendly food option, beans offer endless meal possibilities.

@Glasgowfpp and @gcfnetwork have launched a new Beans focused campaign - find out more here: [goodfoodforall.co.uk/projects/fullofbeans](https://goodfoodforall.co.uk/projects/fullofbeans)

### How to Grow Your Own Beans

#### Social media/ Newsletter Text

Ever wanted to try growing your own beans?  
The Full of Beans! Campaign aims to get more beans on Glasgow plates, and what better beans than those grown in Glasgow!

You can find a sowing calendar, growing tips, and more at: [goodfoodforall.co.uk/projects/fullofbeans](https://goodfoodforall.co.uk/projects/fullofbeans)

#glasgowfullofbeans

#### Twitter/X Text

Ever wanted to try growing your own beans?

You can find a sowing calendar, growing tips, and more at: [goodfoodforall.co.uk/projects/fullofbeans](https://goodfoodforall.co.uk/projects/fullofbeans)

## Bean Facts

### Social media/ Newsletter Text

Did you know this about beans?

This is one of the many reasons why the new campaign from Glasgow Food Policy Partnership and Glasgow Community Food Network focuses on getting more beans onto Glasgow plates.

You can find out more about beans, tasty recipes, and information on how to get involved here: [goodfoodforall.co.uk/projects/fullofbeans](http://goodfoodforall.co.uk/projects/fullofbeans)

#glasgowfullofbeans

### Twitter/X Text

Did you know this about beans? The new campaign from @glasgowfpp and @gcfnetwork focuses on getting more beans onto Glasgow plates.

You can find out more about beans, tasty recipes, and information on how to get involved here: [goodfoodforall.co.uk/projects/fullofbeans](http://goodfoodforall.co.uk/projects/fullofbeans)

## Events Template

If you're hosting a bean-related event, you can find an events template [here](#). Please make a copy of the template before you edit it so the original remains the same for the next person.

If you would like some event activity ideas, check out our Get Involved Toolkit.

If you submit your event to be featured on the [Climate Fringe events calendar](#) and include the phrase 'Full of Beans' in the title it will appear alongside all of the other bean events taking place as part of the campaign.

Suggested text:

We believe in the power of beans as a nutritious, affordable, and sustainable food option. So, we're hosting an event as part of the Full of Beans! Campaign from Glasgow Food Policy Partnership and Glasgow Community Food Network.

*Event title*

*Event date and time*

*Event location*

*Tell people what they can expect at your event.*

## Image Descriptions

Image descriptions:

Let's make Glasgow Full of Beans:

Text that reads 'Let's make Glasgow Full of Beans' with simple black text and then colourful letters for Full of Beans, with markings and shapes like the skin of different bean varieties. There is a brown Glasgow skyline with different buildings along the bottom of the image and then an explosion of colourful beans filling the rest of the image. White text reads 'Go to [goodfoodforall.co.uk/projects/fullofbeans](http://goodfoodforall.co.uk/projects/fullofbeans)' at the bottom of the image

Bean Facts:

Bean Facts 1: Colourful letters inspired by different bean varieties reading 'Did you know' with a scattering of colourful illustrated beans around black text which reads: 'Did you know beans count as one (but only one!) of your five a day. One portion of beans is three heaped tablespoons.' and 'Source: Eating Better'

Bean Facts 2: Colourful letters inspired by different bean varieties reading 'Did you know' with a scattering of colourful illustrated beans around black text which reads: 'Beans fix nitrogen in the soil as they grow. This makes them great in crop rotations, as whatever you plant afterwards will be in richer soil.' and 'Source: Sustainable Food Trust'

Bean Facts 3: Colourful letters inspired by different bean varieties reading 'Did you know' with a scattering of colourful illustrated beans around black text which reads: 'Beans are part of the Fabaceae family, which is the third largest group of plant life in the world. They are thought to have originated 90 million years ago!' and 'Source: Food and Agriculture Organization'

Events Template:

Colourful letters saying full of beans inspired by the different patterns on bean varieties. Next to that there is *description of your logo here*. Below that there is text reading '*Title of your event here*' and along the bottom of the image text reads '*location*' '*date*' '*time*'. In the centre of the graphic there is a picture of *describe the image related to your activity here*.



*Good food for all*

GLASGOW FOOD POLICY PARTNERSHIP

