



## GLASGOW GOING FOR GOLD CAMPAIGN - COMMUNICATIONS TOOLKIT

### Introduction

Glasgow Food Policy Partnership have been invited to apply for a Gold Sustainable Food Places Award, which is designed to recognize and celebrate those places taking a joined up, holistic approach to food and that are achieving significant positive change on a range of key food issues. We believe Glasgow is such a place, and as a result we are launching our bid for a Gold Award in 2026. We want to reach new audiences and beneficiaries, specifically children, families and young people, and as a result have launched a campaign called Going for Gold which aims to share ways for everyone to get involved in eating, growing and buying better food.

You can find out more about the campaign on our [webpages here](#), and you can find out more about the [Sustainable Food Places awards here](#).

**As a food organisation or supporter, there are many ways you can support our campaign.**

- 1. Social Media and Newsletters** - Post on your own social media channel or newsletter, tagging our campaign (suggested text below)
- 2. Provide a prize** - If you would like to provide a prize for our Summer Bucket List competition (this can be a voucher, activity, cookery session, or anything food

related!) and at the same time showcase your organisation/business, please get in touch with our team: [info@goodfoodforall.co.uk](mailto:info@goodfoodforall.co.uk)

- 3. Photo Booth** - if you would like our team to attend your event with our photo booth – this includes a photo frame with our campaign hashtag printed on it, with vegetable and food-based props for people to snap themselves and post on social media - just email [info@goodfoodforall.co.uk](mailto:info@goodfoodforall.co.uk) to find out more.



- 4. List your event on our Summer Events list** - If you are running a food related event over summer, you can list it on our website - just fill out the form here - [Summer Events list](#).
- 5. Contribute to our Toolkit** - More toolkits and campaign activities for the Autumn will be developed over the summer, with a specific focus on young people (16-25). If you have opportunities available for this age group or would like to get involved in developing some activities, please get in touch with our team: [info@goodfoodforall.co.uk](mailto:info@goodfoodforall.co.uk).

## Suggested Social Media/ Newsletter Texts

### General

*“Help Glasgow become a Gold Sustainable Food City! Glasgow Food Policy Partnership have launched a ‘Glasgow Going for Gold’ campaign which aims to share ways for everyone to get involved in eating, growing and buying better food. Visit their website to find out more [Glasgow Going for Gold – Good Food For All](#) #GlasgowGoingforGold”*

## **Animation**

*“Help Glasgow become a Gold Sustainable Food City! Glasgow Food Policy Partnership have launched a ‘Glasgow Going for Gold’ campaign which aims to share ways for everyone to get involved in eating, growing and buying better food. Watch their campaign animation to find out more [Glasgow Going For Gold](#) #GlasgowGoingforGold”*

## **Bucket List**

*“This summer we are trying broad beans for the first time! (You can replace with any bucket-list activity) Visit [@glasgowfpp](#)’s [Summer Bucket List](#) for some really fun food-related activities to try this summer! You can be entered into a competition to win some food-related prizes by sharing your pics on social media and tagging #GlasgowGoingforGold.”*

## **Bucket List - Longer text**

*“How to Use the Glasgow Going for Gold [Summer Bucket List](#):*

- 1. Take part in as many activities listed on the Bucket List as you can*
- 2. Take a picture of yourself/your family/friends doing the activities*
- 3. Post your picture/s and some text on social media ([Facebook](#) | [Instagram](#)| [LinkedIn](#)| [BlueSky](#)) using #GlasgowGoingforGold. Alternatively, you can email your entry to us: [info@goodfoodforall.co.uk](mailto:info@goodfoodforall.co.uk)*
- 4. Your entry (social media/email) will be entered into a competition to win campaign related prizes. The more activities you take part in, the better your chances of winning!”*

## **Events - text for sharing your food-related event with the general public**

*“We are supporting Glasgow’s bid to become a Gold Sustainable Food City! (Tell people what they can expect at your event.*

Event title

Event date and time

Event location

*To find more food-related events happening this summer, visit [Glasgow Going for Gold's Summer Event List](#). #GlasgowGoingforGold*

### **Events - text to share with other organisations (e.g. in a newsletter)**

*"Are you running a food-related event this summer? Let @glasgowfpp know using [this form](#) and they will post it on their [Summer Events list](#)! #GlasgowGoingforGold"*

### **Images**

Any of the images below can be used freely by anyone supporting our campaign. We also have a photo bank of open source food-related images please get in touch if you would like something specific.

A horizontal banner with a yellow and orange geometric pattern. The text "Events Calendar" is centered in a bold, black, sans-serif font.

**Events Calendar**

A horizontal banner with a yellow and orange geometric pattern. The text "Bucket List" is centered in a bold, black, sans-serif font.

**Bucket List**



## Tags

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

Instagram - [@goodfoodforglasgow](https://www.instagram.com/goodfoodforglasgow)

Bluesky - [@glasgowfpp](https://bsky.app/profile/glasgowfpp)

Facebook - [@glasgowfpp](https://www.facebook.com/glasgowfpp)

Linkedin - [Glasgow Food Policy Partnership](https://www.linkedin.com/company/glasgow-food-policy-partnership)

Campaign hashtag: [#GlasgowGoingforGold](https://twitter.com/GlasgowGoingforGold)