new impact. TRI-SECTOR INNOVATION CANVAS Version 1.0

TOPIC: _____

Repurpose, Realign, Harness Self-Interests, Create Common Benefit

⚠ PROBLEM IDENTIFICATION

PROBLEM STATEMENT

GOALS

💬 **COMMUNITY INSIGHTS**

📡 **SPOTLIGHT INTERVIEWS**

IMPACT JOURNEYS

🌐 IMPACT AREA

SDG:

SPI:

REGION

POPULATION SERVED

USER SEARCH

☁ NEWIMPACT WIKI – ORGANIZATIONS, RESOURCES & ALIGNMENT of INTERESTS

	PRIVATE SECTOR	SOCIAL SECTOR	PUBLIC SECTOR
TEAM MEMBERS			
RESOURCES			
SELF INTERESTS			

📄 TRENDS & LEARNING

📈 NOTES

👥 CONTACTS

📝 POLICIES

💡 NEWIMPACT INNOVATION BRAINSTORM

Changing the way the world finds opportunities and solves problems

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TOPIC: _____

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⚠ PROBLEM IDENTIFICATION

PROBLEM STATEMENT

What bottleneck or opportunity are you trying to address?

GOALS

What would define success?

💬 **COMMUNITY INSIGHTS**

What does the community or impacted people say they want/need?

🔦 **SPOTLIGHT INTERVIEWS**

What opportunities for impact were uncovered in interviews?

IMPACT JOURNEYS

Which bottleneck/opportunity should be focused on first?

🌐 IMPACT AREA

SDG:

What is the SDG target(s)?

SPI:

What is the SPI indicator(s)?

REGION

What is the region of focus?

POPULATION SERVED

Who will be helped?

USER SEARCH

What is the user tag(s)?

NEWIMPACT WIKI – ORGANIZATIONS, RESOURCES & ALIGNMENT of INTERESTS

	PRIVATE SECTOR	SOCIAL SECTOR	PUBLIC SECTOR
TEAM MEMBERS	Who is on the team?	Who is on the team?	Who is on the team?
RESOURCES	What resources can be repurposed and leveraged?	What resources can be repurposed and leveraged?	What resources can be repurposed and leveraged?
SELF INTERESTS	What do Team Members care about?	What do Team Members care about?	What do Team Members care about?

📄 TRENDS & LEARNING

What is the latest research?

What is the environment around this impact area?

📈 NOTES

What are additional notes from the work so far?

👥 CONTACTS

Who are the key stakeholders?

📝 POLICIES

What policies effect this impact area?

💡 NEWIMPACT INNOVATION BRAINSTORM

Are any ideas developing?
Any early innovation concepts?

Next Steps: Build Tri-Sector Equation

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TOPIC: Denver County Community Food Utility

Repurpose, Realign, Harness Self-Interests, Create Common Benefit

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⚠ PROBLEM IDENTIFICATION

PROBLEM STATEMENT

In Denver, nearly 1 in 6 households (1 in 5 children) experience food insecurity (link), lacking access to convenient, affordable and healthy foods.

The way Americans eat and produce food costs nearly $2 trillion in health and environmental expenditures alone—and that cost disproportionately burdens communities of color (link).

GOALS

Enable every Denver resident to have healthy, desired food in their stomachs every day of the year, throughout their lives.

💬 COMMUNITY INSIGHTS

"I try to get my lettuce before the store turns the sprinklers on, so it doesn't add weight and increase the price."

"If I see beans at the store for $1.10 per can but know I can get them on sale for $0.85 per can another day, I will wait to buy them and make another trip to get the cheaper beans."

"Cheap corner stores change the economics and access of unhealthy foods, making bad food easier to get and more expensive that at a grocery store."

"While homeless, I went to different pantries and charities and was only able to get unhealthy, processed, high-sugar foods. I put on a lot of weight and felt incredibly unhealthy."

🔦 SPOTLIGHT INTERVIEWS

"Absolute hunger isn't the problem. Instead, it's the inability to feed families nourishing food."

"Food is expensive. Minimum wage is low, rent is high, and there isn't enough money left for food."

"Fragmentation of data maintains the status quo in the food supply chain."

"Charitable food system is buying food to give away. Can't that be done directly by people?"

🗺 IMPACT JOURNEYS

Food insecure shoppers' needs are not being met in one place. Significant time, energy and resources are lost trying to maximize limited resources and find desired, quality items.

Stigma and significant barriers to accessing government and charitable food support lead to hunger and unhealthy eating.

🌐 IMPACT AREA

SDG: 2.1 End Hunger / 2.2 End Malnutrition

SPI: Undernourishment, Food Insecurity, Supermarket Access

USER SEARCH: Food, Food Insecurity, Food Deserts, Hunger

REGION

Denver County, CO

POPULATION SERVED

Denver County residents

📋 TRENDS & LEARNING

- Case for Community Food Utilities (Dr. John Ikerd)
- Preliminary Research for a New Impact Food Utility Platform (Jim Marchiori)
- Why We Need A Public Food Sector (The Checkout)
- Metro Caring Listening Campaign Report
- True Cost of Food: Measuring What Matters to Transform the U.S. Food System
- Barriers that Constrain the Adequacy of Supplemental Nutrition Assistance Program Allotments (USDA)

📈 NOTES

Place the lever at the consumer end of the food system to create change.
https://css.umich.edu/factsheets/us-food-system-factsheet

👥 CONTACTS

Teva Sienicki, Metro Caring
Dr. John Ikerd, Agricultural Economist

☁ NEWIMPACT WIKI – ORGANIZATIONS, RESOURCES & ALIGNMENT of INTERESTS

	PRIVATE SECTOR	SOCIAL SECTOR	PUBLIC SECTOR
TEAM MEMBERS	• Food retailers (King Soopers, Sprouts) • Food hubs (East Denver Food Hub) • Food producers (US Foods, Coleman Natural Foods) • Food processors (Tree House Foods) • Mobile app developer (Dogtown Media) • Food/grocery delivery (Bondadosa, Instacart) • Data mgmt. system developer (Codify, IRI) • Marketing/branding firm (Vermilion Design + Digital)	• Charitable food providers (FBR, Metro Caring) • Food Access & Nutrition orgs (Metro Caring, ReVision) • Social service providers (Rocky Mountain Human Services) • Food producers/hubs (High Plains Food Coop) • Local ag/producer advocates (GoFarm) • Hunger Advocacy Orgs (Hunger Free CO) • Philanthropies (Morgridge Family Foundation) • Center for Good Food Purchasing	• City/County of Denver (Human Services, Economic Development & Opportunity, Public Health & Environment, Mayor's Office, Council, Office of Children's Affairs) • Colorado State Gov't (Dept. Of Human Services, Dept. Of Ag., Dept of Regulatory Agencies/Public Utilities Commission) • USDA • Colorado State University (CSU Extension, SPUR Campus)
RESOURCES	• Shelf space/stocking capacity/cold storage • Inventory management • Supply chain expertise, producer relationships • Discounts/coupons for food/household goods • White-label food processing ability • Point of sale systems, digital transactions • Transaction, consumption data	• Shelf space/stocking capacity/cold storage • Cooking classes/support (Slow Foods Denver) • Nutrition education • Community outreach/trust/connections/language • Technical assistance/navigation of resources • Local producer connections & capacity building support • Funding • Food standards/values framework	• Food subsidy funding streams (SNAP, WIC, TEFAP) • HFDK Tax revenue • Tax, bonding, financing authority • Public utility creation, authority, regulation • Education/training programs, grants for food access/ag • Public program/funding base • Private & social sector contact lists
SELF INTERESTS	• Increased customer base/foot-traffic • Increased sales • Customer/sales retention • Reduced costs • Increased efficiency	• Ending hunger & root cause issues • Creating econ. opportunity and security for residents • Economic development for local ag • Reach and support community members w/services	• Increased tax revenue • Economic & community development • Cost reduction for public services • Program utilization/adoption • Improved public health

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📝 POLICIES

- Denver Food Vision
- Colorado Blueprint to End Hunger
- Healthy Food For Denver's Kids
- Switzerland Federal Office for National Economic Supply
- USDA Commodities Credit Corporation

💡 NEWIMPACT INNOVATION BRAINSTORM

Creation of Denver County Community Food Utility to facilitate universal basic food program, providing free access to community-chosen selection of 100 high-quality items at all times. The utility will also leverage the procurement power and demand for these items to create a data commons that generates additional revenue and discounts to be shared with residents, as well as strengthen the reslience of the local food system through the development of a 30-day emergency food supply.

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