

ECONOMIC (IN)JUSTICE

FACTSHEET - STORY

Name	Pam Warhurst
Details, area of experience	A community leader, activist and environment worker, Pam co-founded the voluntary gardening initiative, Incredible Edible, in Todmorden, West Yorkshire in 2007. Has been an activist and adviser for nearly 50 yrs. She has been a Labour local councillor, a member of EU regional council, the development council for Yorkshire, Chair of Forestry Commission, Board of Natural England.
Interview date	November 2020
Issues addressed	Climate change, food sustainability, poverty, health and community change.
Injustice category (linked to economic injustice)	ability <input type="checkbox"/> age <input type="checkbox"/> class <input checked="" type="checkbox"/> faith <input type="checkbox"/> gender <input type="checkbox"/> neuro-diversity <input type="checkbox"/> race <input type="checkbox"/> sexuality <input type="checkbox"/>
Dates mentioned	25 years ago much talk of sustainability but no real progress. In 2007/8 Pam decided action needed. Local Incredible Edible began. 2012 Incredible Edible network set up.
Locations referenced	West Yorkshire, 120 groups across the UK and over 700 worldwide.
Campaigns, movements, protests	Talk of sustainable development 25/30 years ago has not been taken seriously i.e., the way we live our lives is creating a problem that is felt most by the poorest in our society.

Historical context	From 2007 increasing global concerns about climate change, sustainability and poverty. Present times.
Tactics	Small, simple actions using existing resources; Take over food spaces e.g. verges; Tell Incredible Edible's story to inspire others to take over land for growing food. Start conversations about changing rules about public realm. Demonstrate (with local orgs such as local govt, hospitals, housing associations) what 'good looks like' .
Key words	Agency Sustainable development Social capital 'Sticky' money The public realm Community
Key points	<ul style="list-style-type: none"> ● Belief in self (agency). ● Direct action not waiting for 'permission' to act. ● The power of small actions. ● Questioning rights to public land. ● Using unused places everywhere to grow 'Food for Share'. ● Sharing skills in growing/cooking. ● Using local money to support local food businesses. ● Working towards creating a kinder, more resilient world. ● Incredible Edible has spread world-wide.

Story summary	<p>Pam Warhurst is the founder of Incredible Edible in the UK which has inspired thousands of people to create local groups. She tells the story of encouraging people to grow food in unused places and share what grows to create more connected communities and sustainable living.</p> <hr/> <p>A presentation, twelve years ago, about the global issues, such as the impact of our lifestyles on the planet, overuse of resources, ill health and poverty, confirmed Pam's belief that "it was time for ordinary folks to take a lead on this for themselves and demonstrate to those in power just what we are capable of achieving." She was not sure how to start this, though as people are not used to having agency but an obvious place to start developing that agency was with food. Food unites everyone across age, income, culture and ability.</p> <p>In Todmorden, Pam, the co-founder of Incredible Edible, saw unloved places and wondered, if they planted vegetables and encouraged people to take what they needed and invited them to share could a conversation be started that would enable people to think differently about the power and potential of their future? Pam decided to try and set up the Incredible Edible network in</p>
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	<p>2012. People were encouraged to grow food to share everywhere, growing in unused places such as on grass verges and in car parks and to put up signs saying, 'Food for Share'. Based on the belief that the power of the small actions can help people live happier, healthier, more prosperous lives in connected communities, Incredible Edible asks whether we can we re-establish people's rights to that land? The project aims to bring people together through community growing and sharing food locally, helping to change behaviour towards the environment and to build a kinder and more resilient world.</p> <p>Incredible Edible now has more than 120 groups in UK and more than 700 around the world, including in New Zealand and New York City. It asks questions about the 'public realm' and about how to evaluate 'what good looks like' from a well-being perspective, using different metrics. It also considers whether we can we actually create a 'sticky money economy' where money 'sticks' locally, supporting people not shareholders.</p> <p>Incredible Edible has three 'plates' to it and people can get involved in any or all of them. First, community growing food in 'unused places' i.e., Food for Share'; secondly, learning, sharing skills about how to grow/cook; business, using local money to support local food businesses.</p>
Stand-out quotations	<p>"Food was the unifier across age, income, culture and ability."</p> <p>"Could we actually re-define prosperity by simply planting food all over the place we call home?"</p> <p>"We need to evaluate what 'good' looks like from a well-being perspective."</p> <p>"This is about growing self-belief not about growing food."</p> <p>"The magnificence of human beings when they are under pressure."</p>
Main themes for learners	<p>The public realm. What is it? Relationship between land and power.</p> <p>What is 'agency'?</p> <p>How can we change our behaviour towards the environment?</p> <p>What is a 'sticky' economy'?</p>