

Michigan Good Food Charter Shared Measurement Project

Special Webinar

January 27th 2015

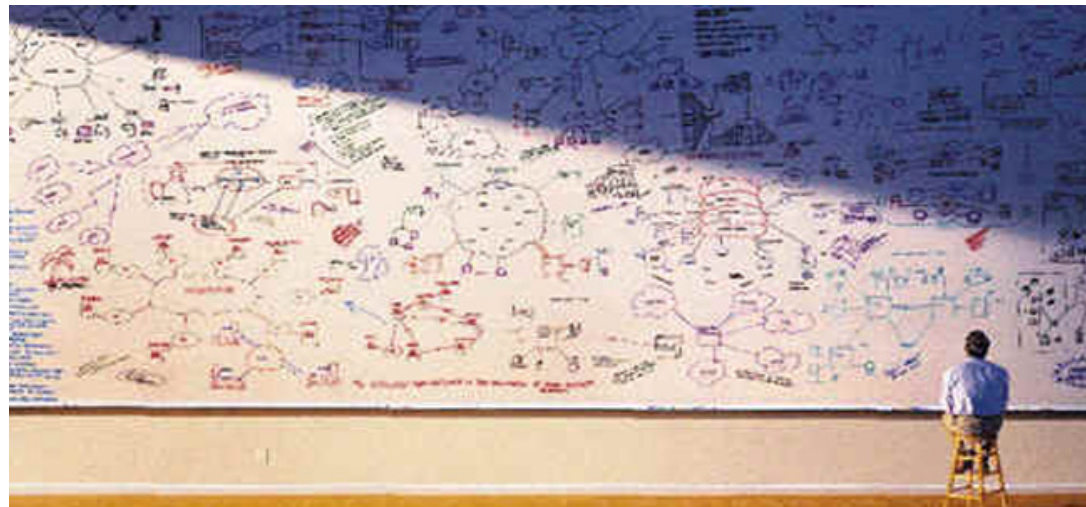
3:00 – 4:30 pm EST



Collective Impact

Public-private partnerships -

Commitment of a group of stakeholders from different sectors to a common agenda to solve a complex social problem



COLLECTIVE IMPACT - Five (5) conditions that together produce true alignment in public-private partnerships

1. a common agenda,
- 2. shared measurement systems,**
3. mutually reinforcing activities,
4. continuous communication, and
5. backbone support organizations

*Kania, John, and Kramer Mark. 2011. **Collective Impact.** Stanford Social Innovation Review*

Shared Measurement Project – 2015 & beyond

- Identify/prioritize pilot measures across Good Food Charter stakeholder organizations
- Develop and implement educational framework to use consistent methodologies
- Learn from 2015 pilot - incentivize partners to participate in measurement, analysis and interpretation



Why Shared Measurement?

- Clarify progress on Good Food Charter goals
- Shared methods mean *additive* measures
- Compelling case for food systems change
- Strengthen collaboration across food-based organizations, businesses, and government



MSU CENTER *for* REGIONAL FOOD SYSTEMS