

COACH PROJECT: ‘Coaching and Mentoring’

Programme Overview



What is the COACH project?

The [COACH project](#) aims to facilitate collaboration between farmers, consumers and community initiatives, local governments and other actors to scale up short agri-food chains which rebalance farmers' position, create mutual benefit for producers and consumers, and drive social-innovation in territorial food systems. Territorial food systems have always existed, yet have only just begun to gain recognition for their potential for developing more just and sustainable food systems.

This project seeks to learn from experiences in order to better understand how territorial food systems can be better supported and harnessed as a driver for sustained and equitable food systems for all, through providing a supportive structure for reflection and creating peer-to-peer learning.

What is the Coaching and Mentoring (C&M) programme?

This programme is one task within the COACH project which aims to facilitate one-to-one coaching and mentoring exchanges between Coach Beacons, as well as experts from outside the project. These exchanges will likely happen online, though there is a possibility of face-to-face encounters if practical to do so.

What are the aims of the C&M programme?

1. Explore the opportunities and obstacles for using coaching and mentoring as a tool for scaling up territorial food systems
2. Facilitate a series of coaching/mentoring exchanges between Beacons and (if required) external experts.
3. Offer capacity building opportunities to Beacons to deliver their own C&M activities within the project and beyond.

4. Showcase the knowledge exchange and learning that Beacons have experienced in the project and beyond.
5. Document the experiences of, and impacts on, all participants (i.e. both coaches and 'coachees') throughout the delivery of the task.

What is in it for me and my organisation?

Coachees/mentees

- Access to expert guidance for at least three one-hour sessions (with the potential for more)
- Guidance and support from COACH staff for the duration of the programme
- Basic training on coaching and mentoring from an experienced mentorship trainer
- The chance to reflect on your experience and feed into wider processes around the use of coaching and mentoring in territorial food systems

Coaches/mentors

- Payment at €60 per hour (including preparation time) for at least three one-hour sessions (though likely more depending on demand)
- Training (suited to your experience) on coaching and mentoring from an experienced mentorship trainer
- Access to resources to help deliver your mentoring in this project and beyond
- Guidance and support from COACH staff for the duration of the programme

What is expected of me?

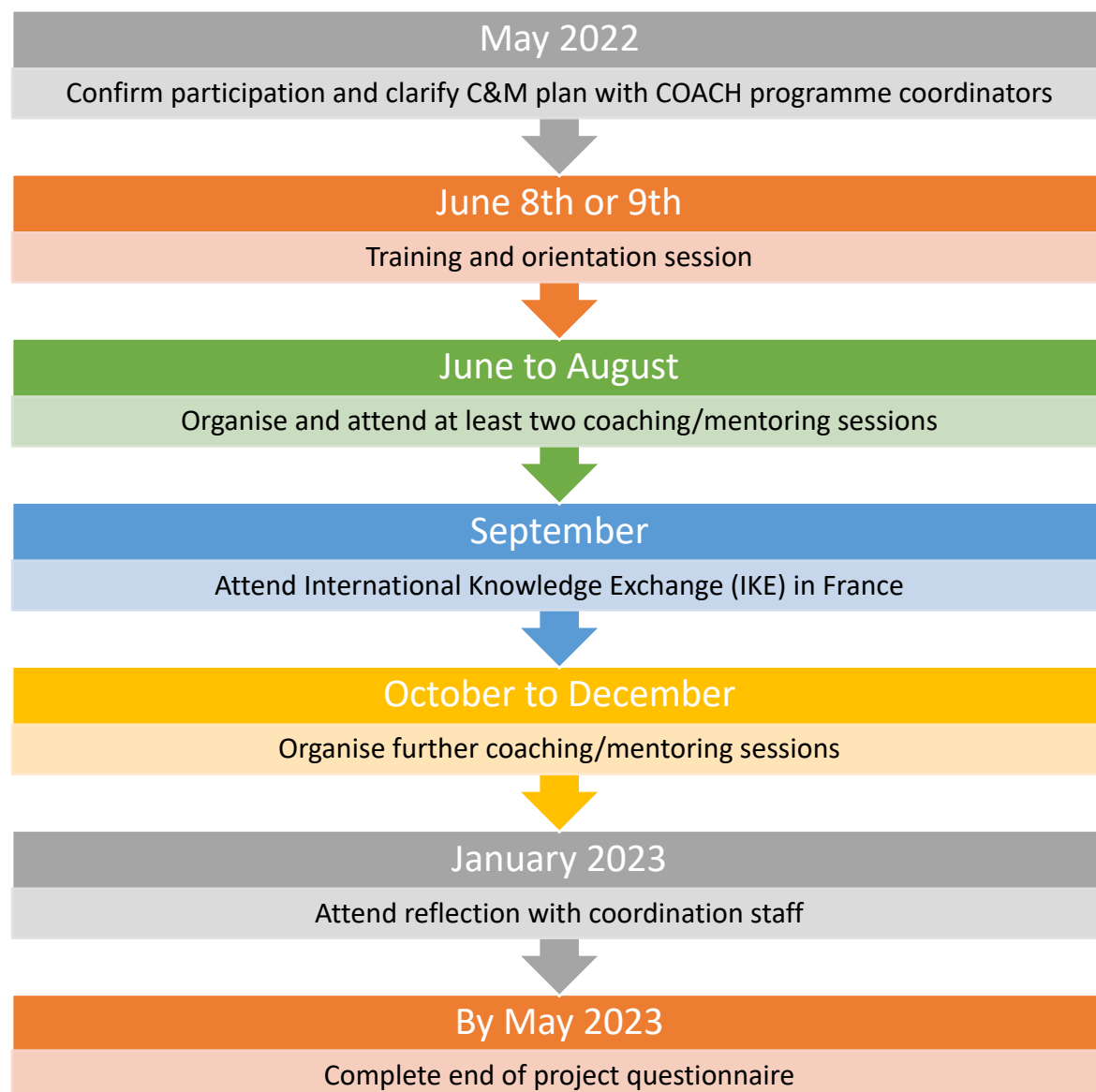
Coachees/mentees

- Attend training and orientation session on 8th or 9th of June 2022
- Organise and attend at least three one-hour sessions with your chosen coach/mentor
- Attend the COACH International Knowledge Exchange (IKE) in France on September 20-21, 2022 (all expenses paid)
- Keep a log of your experiences throughout using the documentation provided
- Communicate regularly with your coach/mentor and COACH programme coordinators
- Fill out a questionnaire at the start and end of the project.

Coaches/mentors

- [Complete 'Mentor registration form' including a short mentor bio.](#)
- Attend training and orientation session on 8th or 9th of June 2022
- Organise at least three one-hour sessions with your coachee/mentee
- Attend the COACH International Knowledge Exchange (IKE) in France on September 20-21, 2022 (all expenses paid)
- Keep a log of your sessions using the documents provided.
- Communicate regularly with your coachee/mentee and COACH programme coordinators
- Fill out a questionnaire at the start and end of the project.

What is the time frame of the project?



What do we mean by Coaching and Mentoring? Is there a difference?

Coaching is usually a relatively structured approach, used for a short period of time, to achieve a particular defined goal. A coach is someone who will listen to your needs and help you work out strategies to achieve your goals. Coaching is often used to help people achieve tasks which are beyond their usual expertise. In the case of the COACH project, this might be something like undertaking a costs and benefits analysis, thinking about how to manage volunteers, learning about how to access the public sector catering market, or developing an action plan for your project or organisation going forward.

Mentoring, in contrast to coaching, creates an informal association between a mentor and a mentee. A mentor is usually someone with plenty of experience in a given business, activity or profession, who is willing to share their experience and knowledge and provide role modelling and emotional support. Mentoring can be a longer-term relationship than coaching.

Who should I contact?

The coaching and mentoring programme is being co-lead by three COACH staff members from the Centre for Agroecology, Water and Resilience at Coventry University (UK): Any questions please feel free to contact them using the details below:

Chris - chris.maughan@coventry.ac.uk

Csilla - csilla.kiss@coventry.ac.uk

Luke - luke.owen@coventry.ac.uk