

8 PRINCIPLES OF THE COACH MENTOR PROGRAMME

Mentoring is a fundamental part of the COACH project. Participants in the mentoring programme come from very different places around the world and work on a range of food-focused initiatives, but they are all united by their commitment to supporting more sustainable and collaborative short food supply chains. Over 200 hours of mentoring have been conducted through the course of the project. The principles below have emerged out of our collective practice and have been central to the success of the programme.



“The real value of mentoring is the chance to be slightly more objective and take a holistic view. Even if you are firefighting, it is a moment to stop the clock and say, 'let's just take a step back and start to see where we're at' – in the longer view as well. It isn't sustainable to keep fighting fires, it weighs you down. You have to find a way through before you're burnt out, you've got to find a solution.”

“ COACH MENTORING PROJECT PARTICIPANT

“It's a question of how to balance administration and process and freedom. But the most important thing for me is that peer to peer relationship.”

“ COACH MENTORING PROJECT PARTICIPANT