



# Communicating Change

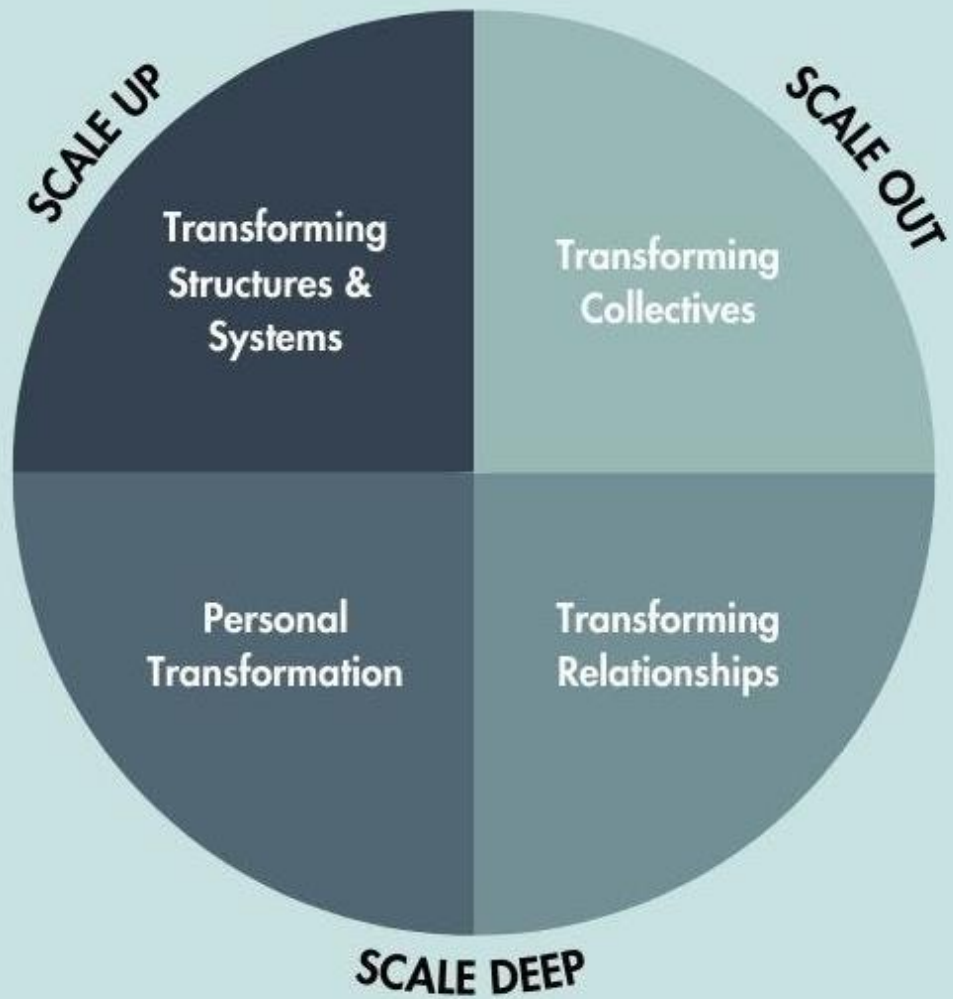
Education and Engagement Tools for  
Scaling FLW Solutions

## Today's session

- Introduction about scaling
- Be inspired and share ideas: World Café

**Scaling is not only  
about numbers**





\*Inspired by Riddell, Moore. Scaling Out, Scaling Up, Scaling Deep. 2015

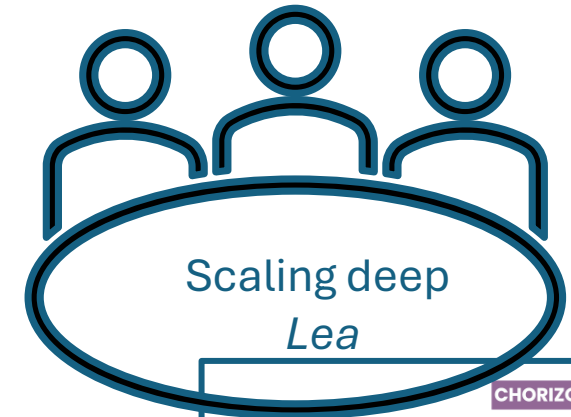
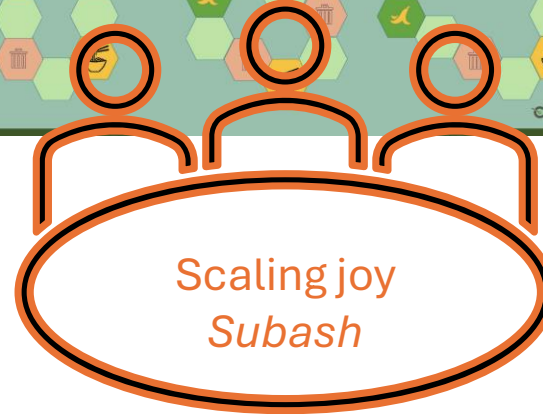
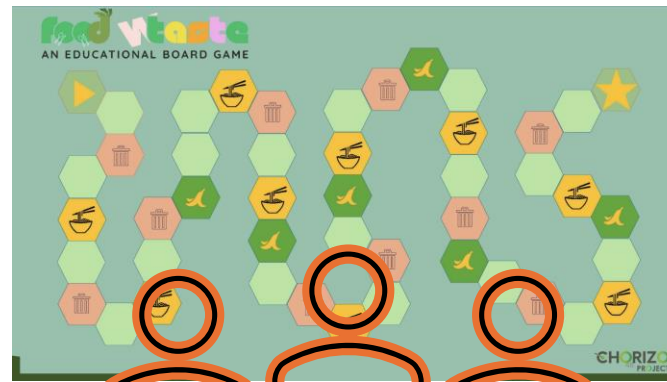
## VIEWS ON SCALING

# The tables



**FEEDING PEOPLE, NOT LANDFILLS**  
Using social norms to tackle food waste in cities

IN PARTNERSHIP WITH  
**CHORIZO PROJECT**



**CHORIZO Capacity Building**  
Using Social Norms to  
**scale deep** behaviour  
change interventions

