

Case Study

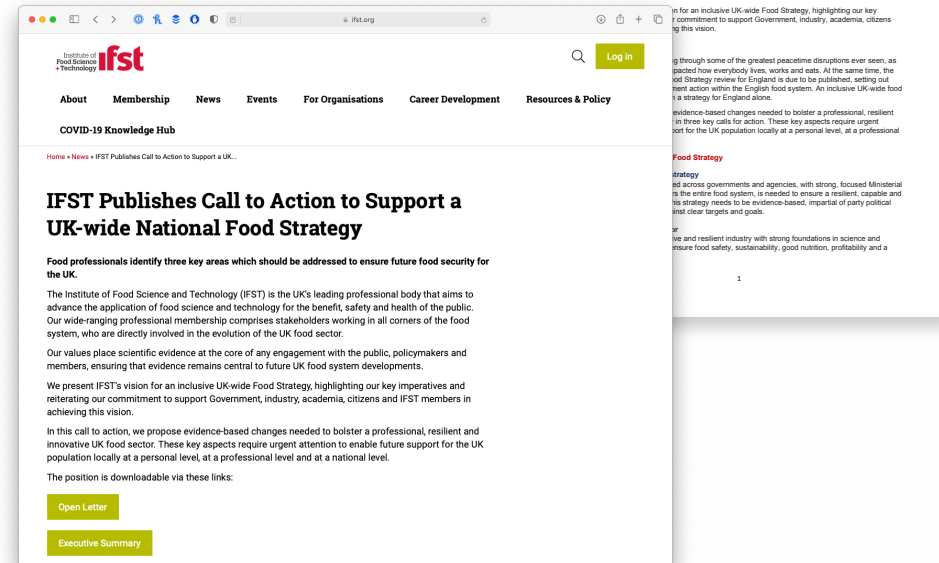
Responding to the National Food Strategy



Think.Create.Act

The Institute of Food Science and Technology is the UK's leading professional body that aims to advance the application of food science and technology for the benefit, safety and health of the public. Our wide-ranging professional membership comprises stakeholders working in all corners of the food system, who are directly involved in the evolution of the UK food sector.

As an independent, charitable body, we bring professional expertise from across academia, industry and the public sector, centred around the professional, sustainable advancement of the UK food system. Our values place scientific evidence at the core of any engagement with the public, policy makers and members, ensuring this evidence remains central to future UK food system developments.



What was the problem?



As Henry Dimbleby prepared to release part two of his national food strategy report, the Institute of Food Science and Technology needed to bring attention to their own position on the future of the UK food system. As the UK's leading professional body which aims to further the application of food science and technology, their work influences everyone from production through to consumption. Creating a strong response to the National Food Strategy would ensure their position was heard.

What was the solution?



Working closely with IFST to help write and edit an evidence-based position paper and executive summary, which would be informed by the research and fine-tuned to inform their target audience.

How we did it



An initial meeting provided space for IFST to detail their goals and brief Wren&Co about the target audience. IFST provided research and draft content for the papers, which Wren&Co reviewed to make recommendations and carry out a first round of copy-editing. A second round of editing followed after further review, followed by Wren&Co creating an executive summary and tweetable content to accompany the release.

Our impact



A well-written, informative call-to-action paper, which reconciled the interests of IFST's staff, audience and the general public.

- Strategic use of communications to inform national debate
- Research, writing and copy-editing content
- Critical evaluation of the topics required to build a strong position