

eden
project



The Journey So Far...





**We demonstrate and inspire
positive action for the planet**



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Eden Project & Communities

The UK is facing an **unprecedented nature and health crisis**. We urgently need to connect people with one another and with nature to **rebuild our individual and community health and wellbeing**. This is critical to our ability to connect with and look after the world we live in.

The planetary emergency, poverty, food insecurity, equality, health - these issues are global but our individual **exposure and experience of them is local**.

In response Eden works with communities to **build social and natural capital for our collective future**.

Through our work with communities we aim to **give people a sense of agency** - so that everyone can feel **hope for the future**, wherever they live.





We believe in the **power of community to shape a positive future for both people and the planet.** We design and deliver ideas and interventions that engage and excite ordinary people into taking **small steps that make a big difference.**

The Big Lunch is one of those ideas

The Big Lunch is the **UK's biggest annual celebration for neighbours and communities, building social capital on a mass scale since 2009.**

Every June, millions of people get together in a **nationwide act of community, friendship and fun** for The Big Lunch, **creating happier, healthier neighbourhoods.**

The Big Lunch 2025 is happening on 7-8 June



Little Lunch - Big Impact

- 1 **10 million people** participated in The Big Lunch 2024
- 2 Over **120k Big Lunch events** were held across all four UK nations with over **600k volunteers** involved
- 3 **79%** of attendees are **more likely to support nature** & intend to **make lifestyle changes** after the event
- 4 **80%** of attendees **feel a stronger connection with nature and the environment** after the event
- 5 **70%** of attendees at Big Lunches over multiple years **agree they have a better understanding of people from different backgrounds**
- 6 Over **£11m** is raised for local good causes through The Big Lunch every year
- 7 **Everyone comes to the table** and disability, faith, race and economic background pose no barrier
- 8 Biggest drivers for joining in are **having fun and bringing the community together**
- 9 Over **7million people** said they **personally felt less lonely** after attending (71%)
- 10 **Her Majesty The Queen is our patron**, actively supporting us to bring people together since 2013



It's Good for Business

The Big Lunch is easy, it's fun and it's for everyone – here are some simple ways you can use

The Big Lunch to benefit your organisation!

The Big Lunch could help you:

1. Boost connections and conversations

A Big Lunch is an informal and fun way to bring different teams together to get to know one another a little better

2. Give team morale a boost

Organising a Big Lunch to bring people together helps them feel valued, boosts morale and gives team and individual wellbeing a lift 😊

3. Give back by fundraising

Helping others boosts wellbeing and gives your brand positivity – fundraise for the Eden Project to create more wildflower habitats and learning experiences for those who need support the most

4. Encourage volunteering

Invite people to volunteer to organise an event for everyone to enjoy or offer them the time to do their own Big Lunch where they live

5. Lunch & learn together



It's Good for Business Continued...

The Big Lunch could help you:

6. Build your social impact

The Big Lunch helps create new connections, reduces loneliness and helps people feel safer where they live, when you join in you help generate positive social impact with every connection made

7. Build Your Brand

Supporting The Big Lunch and the positive social impacts it has builds positive brand associations and customer and employee loyalty

8. Showcase what goes on behind the scenes

Build customer loyalty by inviting people in to see behind the scenes of your organisation and meet the team behind the business

9. Get to know your neighbours

From local businesses and organisations to residents who live near where you are located – invite them in and get to know them better

10. Say Thank You

To volunteers, suppliers, colleagues and their families - everyone who makes your place great!



Ways to fundraise

Host a Big lunch as a Fundraiser for the Eden Project

- Apex Lifts hosted a Big Lunch bake sale at their workplace
- Punch Pubs hosted a festival with a 10p plastic levy for every cup!
- Our free fundraising kits include lots of ideas and games you can use



Partner with The Big lunch for the benefit of the Eden Project

- Exploding Bakery – Big Lunch cake with royalties in every slice
- Fortnum & Mason – royalties from their Platinum Pudding sales
- Pawprint Trust – created Big Lunch badges with 50p from every sale

Other ways to support:

- Payroll giving
- Charity of the Year





Thank You

Questions at Webinar 06.03.25

- **Q: 'We don't work over the weekend, can we do a Big Lunch another time?'**
- **A:** You can host a Big Lunch anytime! The most important thing about having a Big Lunch is bringing people together, so if the date doesn't suit you, you can absolutely hold your Big Lunch on a different date. The whole month of June is the Month of Community with various different awareness weeks taking place so why not consider holding a Big Lunch on behalf of an awareness campaign? Find out more at:
 - <https://www.edenprojectcommunities.com/month-of-community>
- **Q: 'We've got hours of volunteering hours to use across the business, can The Big Lunch fit within those?'**
- **A:** Absolutely! Offer your employees or colleagues the opportunity to volunteer to host their own Big Lunch in their own communities. This will give them the opportunity to strengthen connections where they live, as well as hone their skills in something different, from crafting some bunting or baking a cake.
- **Q: 'How much will it cost?'**
- **A:** Big Lunches don't need to cost anything! You can ask your employees, volunteers or customers to bring their own snacks or beverages to your Big Lunch.