

Directed Study 5

Benchmarking

Teo Vincent - Ewan GAILLIEGUE



UNIVERSITÉ
DE LORRAINE



Saint-Dié
Informatique

1. Le Jardin de Cocagne Nantais.....	2
Introduction.....	2
2. Social farms & gardens.....	3
Introduction.....	3
3. Urban Growers Collective.....	4
Introduction.....	4
4. Sole Food Street Farms.....	5
Introduction.....	5
5. Keep Growing Detroit.....	6
Introduction.....	6
Benchmark report.....	7

1. Le Jardin de Cocagne Nantais

Introduction



The Cocagne Network is an organization that unites and supports over 100 Cocagne gardens throughout France, it represents over 700 acres of land. It is an associative movement born in 1999 that allows people in difficulty like long-term unemployed, young people without qualifications, people with disabilities, etc to have a job.

“Le Jardin de Cocagne Nantais” is an integration project for organic and local market gardening that sells organized baskets installed on 1 July 2006 on land made available by the municipality of Carquefou and land made available by a private owner. It relies on an adhesion fee that provides more advantages like more days to retrieve the baskets and funding to be sustainable economically.



2. Social farms & gardens



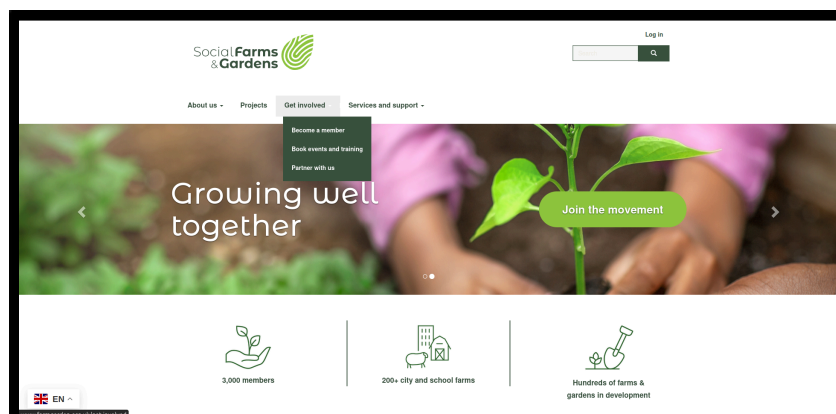
Introduction

The Social Farms & Gardens is a wide charity association based in the United Kingdom supporting communities to farm and garden. Their mission is to improve the health and wellbeing of individuals, communities and the environment through nature-based activities. Their vision is to see people reaching their full potential through the practice of nature-based activities.

Social Farms & Gardens membership collective is the largest of its kind in the UK, they are in partnership with over 1,000 community gardens spread across 200 city and school farms. And are helping in the development process of hundreds of new farms and gardens. The association also leads and contributes to funded community projects right across the UK. They work with sector partners, councils and government at regional and national levels.

Their works include :

- Representing UK community gardening and farming organisations and groups
- Advocating for better recognition, funding, opportunities and policy
- Leading community partnerships, networks and funded projects across the UK
- Providing specialist support and a free membership community for the sector
- Offering UK-wide sector training and events
- Awarding quality assurance for green care provision
- Helping organisations and groups to explore income-generating opportunities



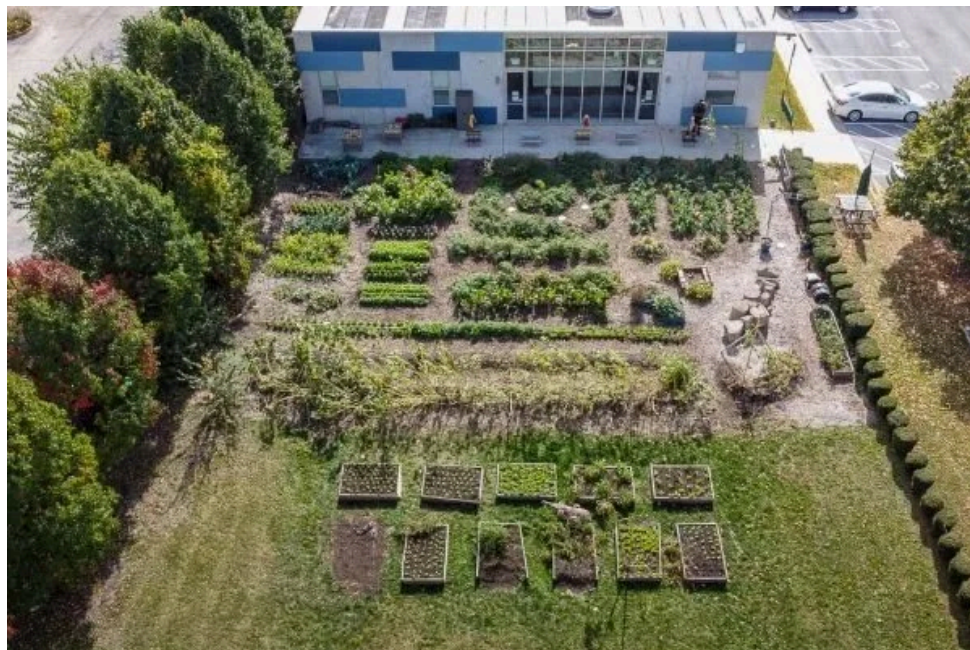
3. Urban Growers Collective

Introduction



Urban Growers Collective is a non-profit organization founded under the leadership of Erika Allen in 2017, located in Chicago. The organization aims to address inequities and structural racism in the food system and in communities of color by providing jobs and job training to create economic opportunities for youth and beginner farmers, promoting food justice and combating food insecurity in underserved communities, building local food economies and supporting economic development, increasing access to affordable, culturally affirming, and nutritionally dense food, and offering hands-on STEAM-based learning for youth.

It provides job training and education for both youth and adults while working to enhance access to fresh, affordable, and culturally relevant food. Despite these impactful efforts, the organization faces challenges including limited scalability due to urban space constraints and funding challenges, difficulty in generating livable-wage jobs on a large scale, reliance on grants and donations, limited reach beyond Chicago, and vulnerability to weather and seasonal changes.



4. Sole Food Street Farms

Introduction



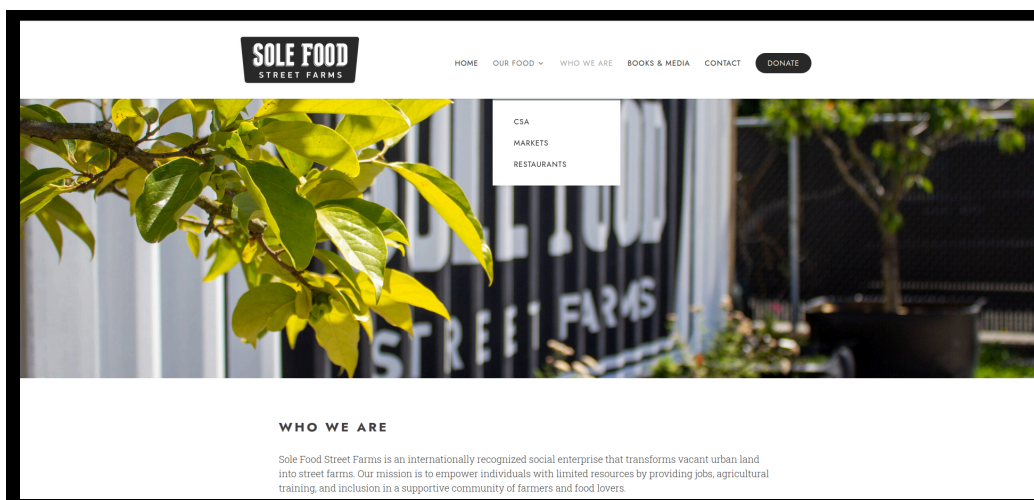
Founded in 2009, Sole Food Street Farms transforms vacant urban land into productive agricultural landscapes. They have grown to become one of North America's largest urban farm social enterprises, producing hyper-local produce sold to the public and donated to community partners.

Their mission is to empower individuals with limited resources by providing jobs, agricultural training, and inclusion in a supportive community of farmers and food lovers.



source : <https://solefoodfarms.com/work-with-us/>

Sole Food Street Farms engages around 25 employees, manages 4-5 urban farm sites spanning a total of approximately 4,5-5 acres, and provides tangible social nutritional impact through fresh produce, community inclusion, and employment.



5. Keep Growing Detroit

Introduction

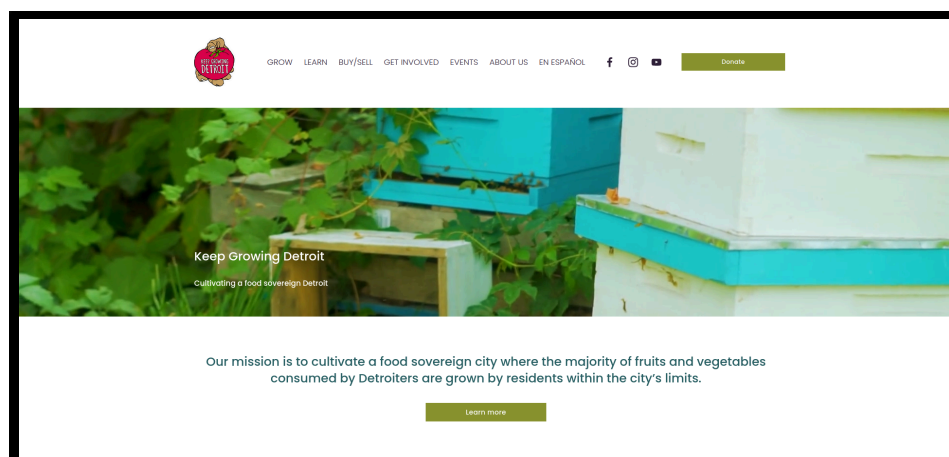


Founded in 2013, Keep Growing Detroit is an association with multiple programs leading to one mission, to promote a food sovereign city where the majority of fruits and vegetables consumed by Detroiters are grown by residents within the city's limits. Their strategic approach to achieving their mission facilitates beginner gardeners becoming engaged community leaders and food entrepreneurs, addressing the immediate needs of the community while promoting sustainable change in their food system.

To these ends, KGD operates a number of nationally recognized programs including the Garden Resource Program, which supports a network of more than 2,000 urban gardens and farms in the city and Grown in Detroit, which provides urban growers with low-barrier opportunities to sell the fruits and vegetables they grow at local market outlets. KGD also operates a 1.38-acre urban farm and teaching facility located in Detroit's historic Eastern Market District



Launched in 2015, the early childhood program integrates gardening-based learning into early childhood education, offering accredited training and customized support for educators.



Benchmark report

	Pros	Cons
<u>Le jardin de Cocagne Nantais</u>	<ul style="list-style-type: none"> - The drop-down menu works well and is easy to navigate - The images are representative of the association - There is a map to locate the Farm - The colors and the font of the website are readable - The website supports mobiles 	<ul style="list-style-type: none"> - Complicated design - The introduction of the website is too short and not descriptive enough - The informations are not organized, it make reading through the website more difficult - Too much different informations in the home page - The website costs a lot of memory(+650 Mo) - Only available in French
<u>Social Farms & Gardens</u>	<ul style="list-style-type: none"> - The visuals, colors, and copy clearly communicate the organization's community and sustainability focus. - Clean, professional layout: Well-structured pages, good whitespace, easy-to-read typography. - Responsivity: Easy-to-read and navigation accessibility. - Intuitive navigation: Clear top-level menu, logical submenus - Relevant, high-quality imagery - Event and resource organization: well-presented, encouraging engagement. 	<ul style="list-style-type: none"> - Lack of dynamic elements: Minimal animations or micro-interactions site feels static. - Breadcrumbs missing: Harder to orient users on deeper pages. - Limited accessibility info: No clear accessibility options (font size adjusters, ARIA labels, keyboard navigation hints). - No visible personalization or engagement tools: No recommendation widgets or interactive tools to guide users further.

<u>Urban Growers Collective</u>	<ul style="list-style-type: none"> - Clear mission statement focused on equity, healing, and food justice - focus on impactful programs like Youth Corps, Fresh Moves, and apprenticeships - Strong visual identity with good photographs - Easy access to the different sections - Mobile-friendly and responsive design 	<ul style="list-style-type: none"> - Only available in English - Dense content and multiple program areas - No blog or news section for regular updates
<u>Sole Food Street Farms</u>	<ul style="list-style-type: none"> - Simple and intuitive navigation - Strong educational resources - Good responsivity and smartphone experience 	<ul style="list-style-type: none"> - Poor visual identity except logo, no color panel (black and white) - Few section and webpages - Hardly any articles, key numbers and statistics - no blog, no news section and rely on journalistic media hyperlink as “media” section - limited multimedia continent, only 1photo per pages and 2 videos in media section
<u>Keep Growing Detroit</u>	<ul style="list-style-type: none"> - Clear and Intuitive Navigation - Comprehensive and Relevant Content - Mobile-Friendly Design: Responsive layout adapts smoothly to different devices - Multilingual Support - Fast Load Times & Secure Platform 	<ul style="list-style-type: none"> - Limited Search and Navigation Tools: No robust search function or breadcrumb navigation to improve user orientation on the site. - Lack of Visual and Interactive Content - Event Calendar Maintenance: (Some events appear outdated, which can confuse users) - Weak Social Media Integration