



Rootmap is an illustrated map of Edinburgh, guiding the city's shoppers to where to find, eat and buy food from businesses that work hard to source local and sustainable ingredients and products. It was developed by Edinburgh University students and alumni, Alice Lowne, Holly Maltby and Ellie Walker.

**OBJECTIVE:**

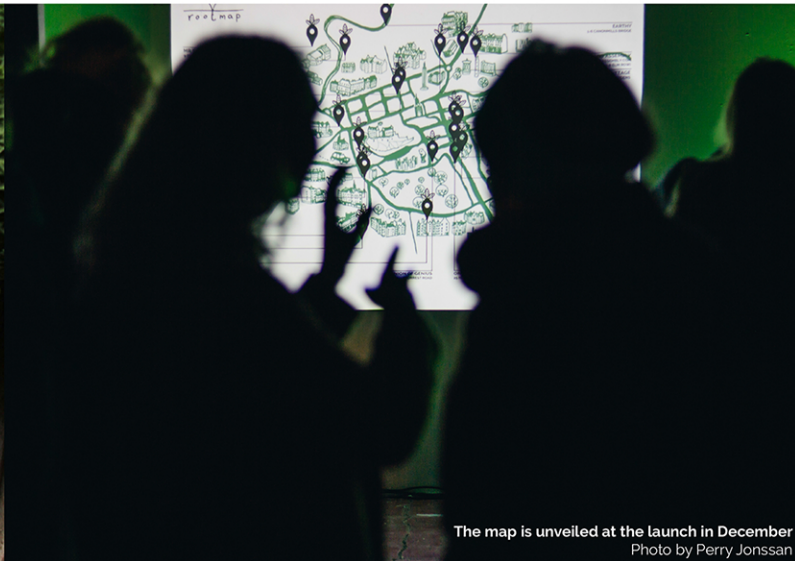
"There are many great places to buy local and sustainable food in the city, but they are often not so obvious to find. So we wanted to use our creativity to bring these amazing food places into one place so that they can be found easily, to inspire those in Edinburgh to shop more ethically, and to champion those small businesses that stand up for ethical trading and sustainable food practices. We did this by designing a map, and setting up online social media to act as a platform for sharing about local food."

**PROCESS:**

"The project was born in September 2015, when the three of us got together to share our visions and skills for the project. Soon we began introducing the idea of Rootmap to some of Edinburgh's local food businesses and building up a relationship with them. We then set out on the branding and design of Rootmap, and eventually kicked off the project with a public launch at the Biscuit Factory in December, supported by 'Year of Food and Drink Scotland 2015'. Since then we have hosted our first tour and taster event for..."



Photo by Rootmap



The map is unveiled at the launch in December  
Photo by Perry Jonsson

...students, as part of Edinburgh University's Innovative Learning Week, and produced reusable shopping bags to encourage locals to shop sustainably in practise too. As a team we shared responsibility and used each other's skills in organisation, communication and visual design to build to project. Ellie is an illustration student and did the illustration for the map as well as Rootmap's branding and overall visual design. We wanted the project to look creative and fun, giving the map artistic credibility as well as being a functional and useful resource. We thought this would make it unique.

Community has also been central to Rootmap, so it has involved a lot of networking with local businesses. The launch was a brilliant community builder and celebration of Edinburgh's local and sustainable food scene."

**OUTCOME/FUTURE:**

"We have been encouraged by the interest in Rootmap from the wide range of people who made it to our launch and tour, both events were a huge success and were fully booked, the launch having it's 100 tickets sold out! We've met many students who are keen to learn more about food sustainability too, so there's definitely an interest in what we do. However we feel that we could develop a map that is more accessible and interactive for users, and we have ambitions for an app!

We want to be able to keep promoting and supporting local and sustainable food with creative ventures, and we consider our original map to be just a first step. We want to keep collaborating with local businesses on new and creative directions to engage the community, and we hope to expand to more cities in the future."

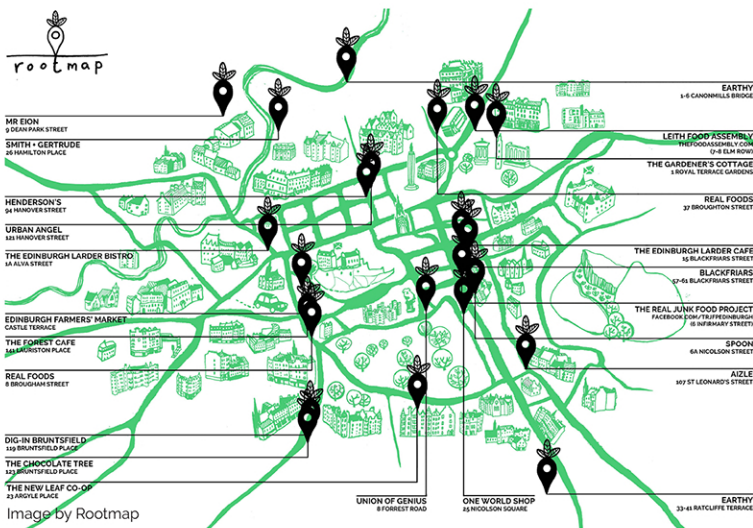


Image by Rootmap



Rootmap's Tour + Taster  
Photo by Perry Jonsson