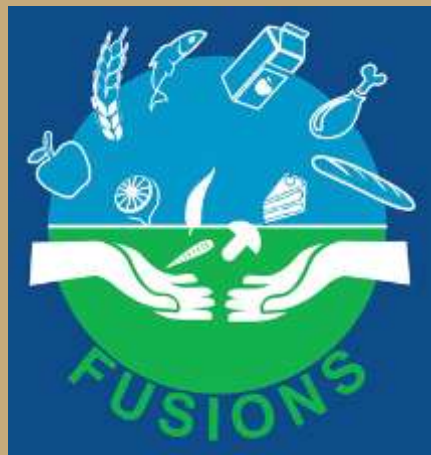


Welcome!

LFHW & FUSIONS

food waste reduction networking event

28th May 2014



@LFHW_UK
@EU_FUSIONS

Contents

Use the hyperlinks to navigate this slide deck

Introduction

[**Sophie Easteal, WRAP**](#)

[**Hilke Bos-Brouwers, Coordinator of FUSIONS**](#)

Key notes

[**Dr Julian Parfitt, Anthesis Consulting**](#)

[**Hélène Castel, Sodexo**](#)

[**Tori Flower, We Are What We Do**](#)

[**Gwen Hamilton, Scottish Government**](#)

[**Odile le Bolloch, Environmental Protection Agency**](#)

[**Lisa Labriga, ACR+**](#)

Workshops

- * Quantifying food waste and its environmental impact

[Sophie Easteal, WRAP](#)

[Keith James, WRAP](#)

- * Evaluating food waste projects, demonstrating impact

[Cat Sheppard, Children's Food Trust](#)

[Niki Charalampopoulou, Feedback](#)

[Sarah Ellis, West London Waste Authority](#)

[Hilke Bos-Brouwers, Wageningen UR Food & Biobased Research](#)

- * Working in partnership, collaboratively and across-sectors

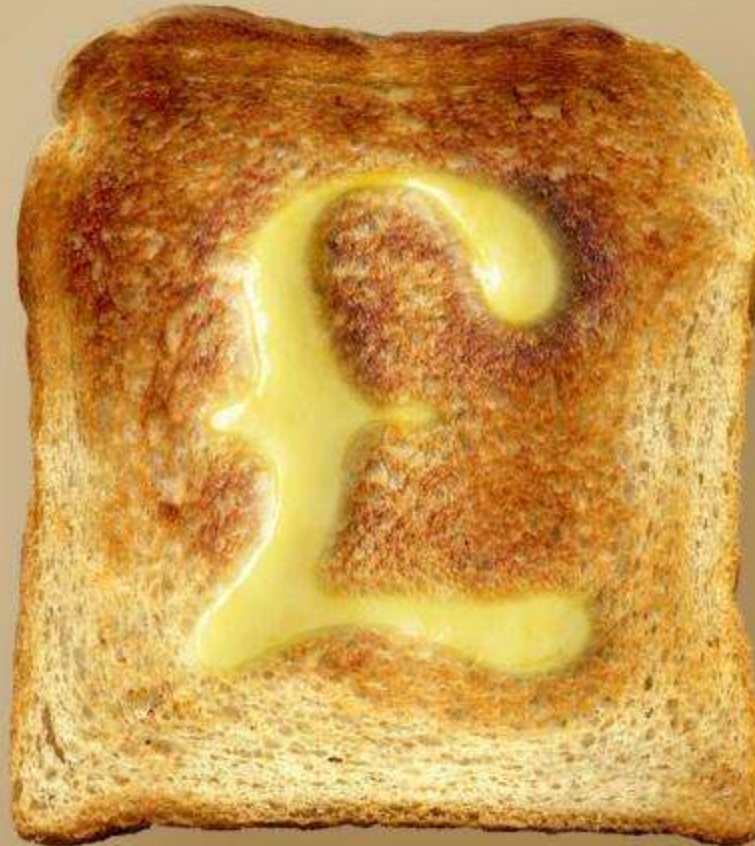
[Marine Lafon, Disco Bôcô](#)

[Danielle McCormick, WRAP](#)

[Vera Zakharov, Brighton & Hove Food Partnership](#)

Introduction

Sophie Easteal, WRAP



Our aim for today



Overview

- * Key note presentations
- * Workshop discussions
- * Plenary Q&A

Interactive, informal &
action focused!



Housekeeping



Introduction

- * The facts
- * Taking action
- * What's coming up?



The facts about food & drink waste

- 15Mt thrown away each year in UK
- Almost half comes from our homes
- The food sector accounts for around 20% of UK's CO₂e emissions
- Across Europe, best estimate 89Mt (EU, 2009)
- And globally, 1.3bnt (FAO, 2011)
 - 1.2-2bnt (IMechE, 2013)





Taking action along the food supply chain



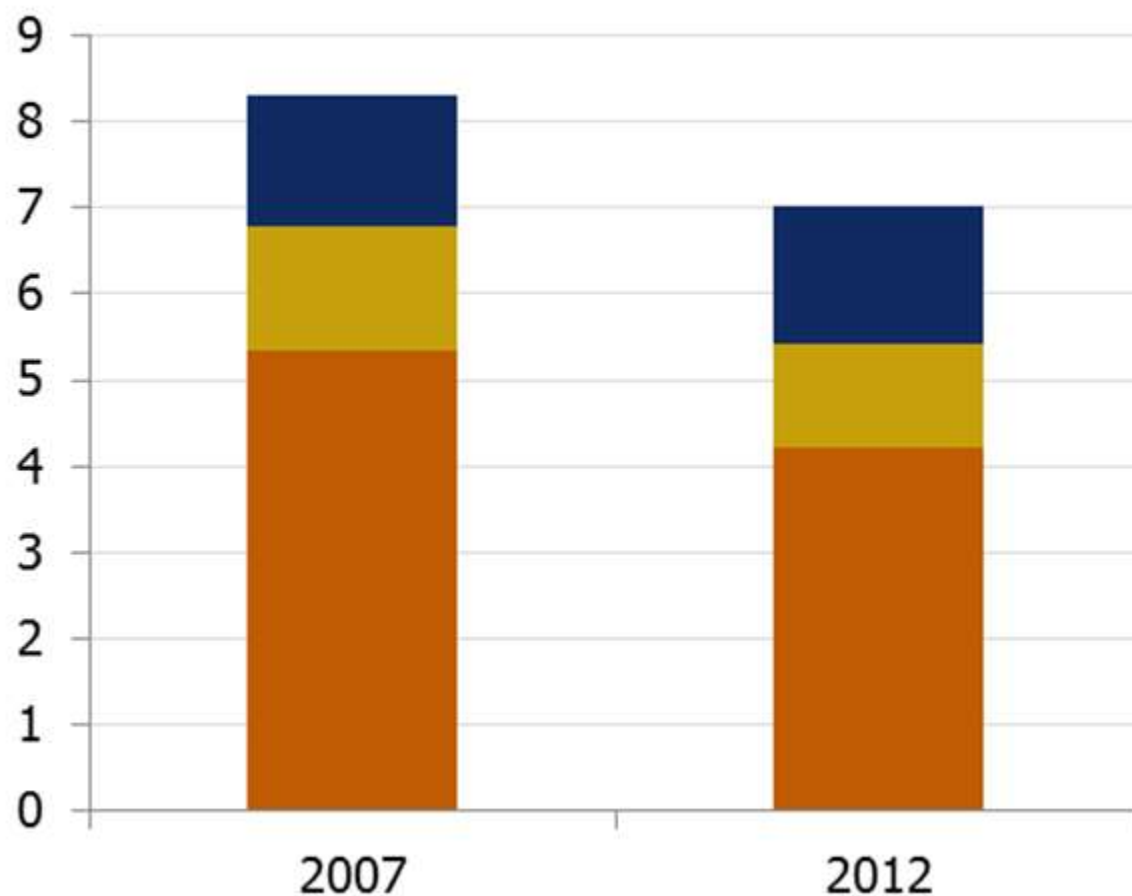
WRAP has worked in collaboration with UNEP and the FAO to produce a **food waste prevention guidance** document

www.wrap.org.uk/unep



Drop in household food waste

Million tonnes



■ Unavoidable



■ Possibly avoidable



■ Avoidable



What's coming up?

- * Further analysis
 - Product focus
 - 'People' focus
- * Save More activities
- * 10 cities campaign



New campaign

Overcome key barrier:
people still don't believe
they waste food



WRAP & FUSIONS

Testing impact of social innovation
on reducing food waste



www.eu-fusions.org.uk/social-innovations



Social innovations ...that meet ...and create new
are new ideas... social needs... social relationships



“We simply describe it as innovations that are both
social in their ends and in their means” ⁽¹⁾

(1) http://ec.europa.eu/enterprise/policies/innovation/policy/social-innovation/index_en.htm

Decentralised Food Donation

Our Feasibility Studies

Cr-EAT-ive Schools

Advancing Social Supermarkets

Food Service Surplus Solution

Order-Cook-Pay

Disco BôCô

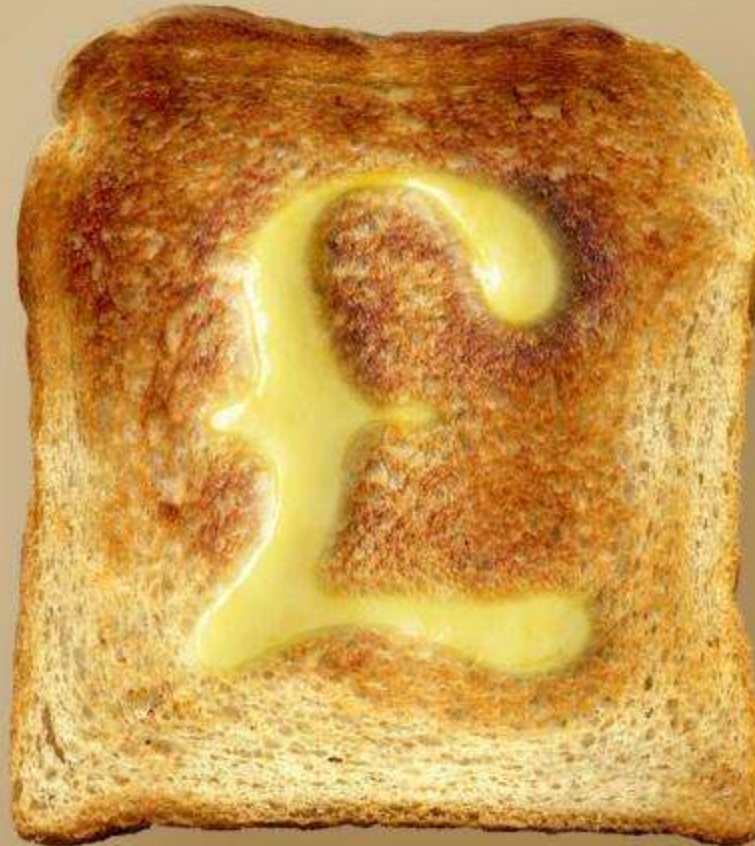
Gleaning Network EU



Our aim for today

- * Contribute to FUSIONS' development
 - * Engage more organisations to join us
 - * Promote best practice from northwest Europe
- Make food waste action seem 'doable' and encourage collaborative working

Thank you
Sophie.Easteal@wrap.org.uk





FUSIONS

Regional Platform Meeting

Hilke Bos-Brouwers
Wageningen UR

London, 28th of May 2014

Project objectives

The overall aim of the project is to contribute significantly to the **harmonisation** of food waste monitoring, feasibility of **social innovative** measures for optimised food use in the food chain and the development of a Common Food Waste **Policy** for EU28.

Project duration: 48 months (July 2012 – August 2016)
4 milion Euros in funding



Reducing food waste through social innovation



FOOD & BIOBASED RESEARCH
WAGENINGEN **UR**



Involving 21 partners in 13 Member States



University of Natural Resources
and Life Sciences, Vienna



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



Swedish Environmental
Research Institute



Østfoldforskning



Magyar
Élelmiszerbank
Egyesület



Egy falat segítség
mindenhol elkél

Ahold

ifr
Institute of
Food Research



HACETTEPE UNIVERSITY
To the leading edge... Toward being the best...

Tristram Stuart
WASTE



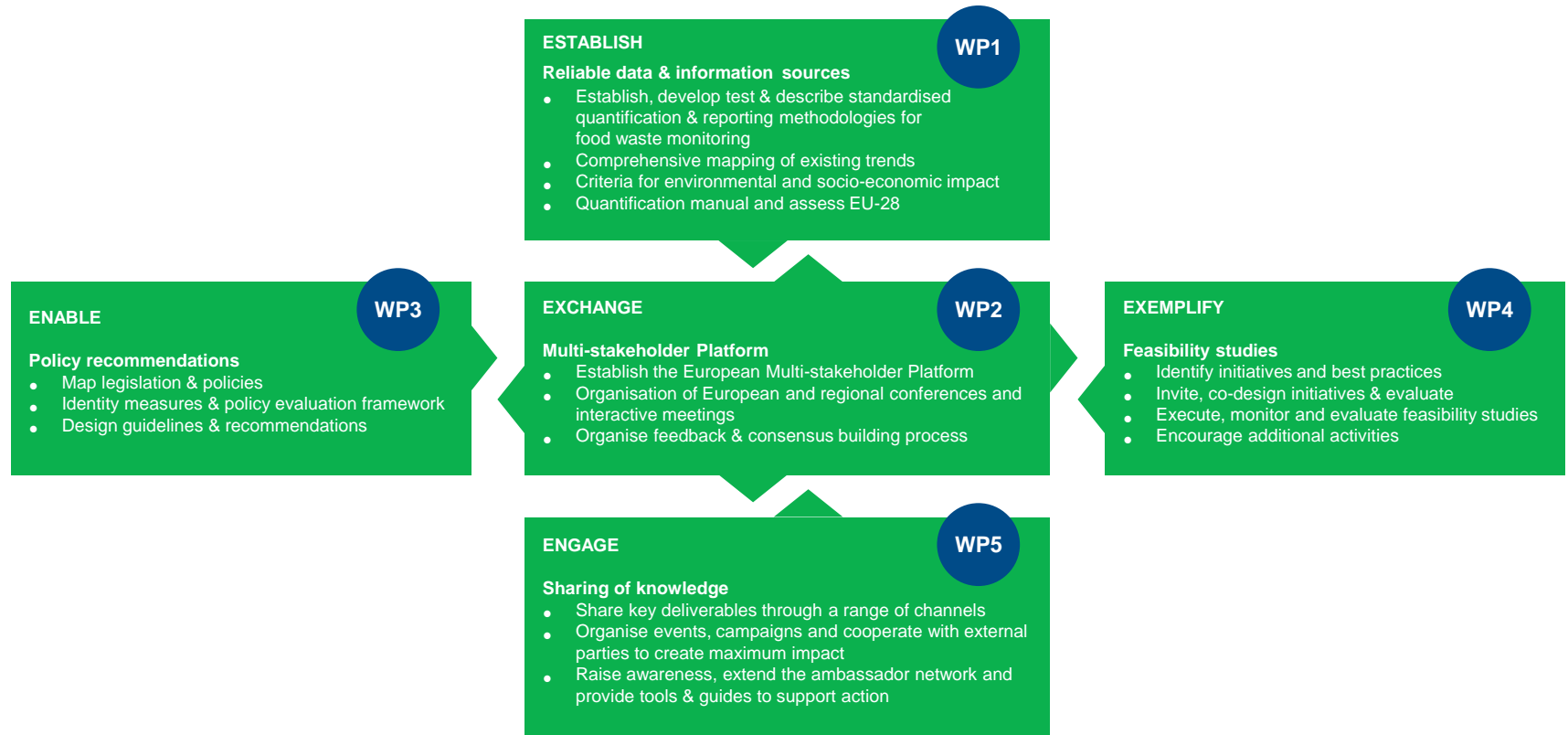
MTT

COMMUNIQUE

ANATOLIKI



FUSIONS Project Structure



Advisory board



Reducing food waste through social innovation



WP2: EXCHANGE – FUSIONS Platform

- Establish a **European FUSIONS Multi-stakeholder Platform**, that enables it to last beyond the project timeframe
- Organise a **feedback and consensus building process** to exchange ideas and suggestions to reduce food waste,. This will incorporate supporting and facilitating the growth of existing platforms, to encourage the establishment of new regional infrastructure.



Reducing food waste through social innovation



FOOD & BIOBASED RESEARCH
WAGENINGEN **UR**



WP2: FUSIONS Platform Members



WP2: FUSIONS Platform Meetings

- **Regional meetings**
 - **Southern Europe:** 14 March 2014 in Athens, Greece
 - **Scandinavia:** 6 May 2014 in Stockholm, Sweden
 - **Central Europe:** 9 May 2014 in Düsseldorf, Germany
 - **North West Europe:** 28 May 2014 in London, UK
- **European Platform meeting:** 30-31 October 2014 in Brussels, Belgium

For more information and to sign up: <http://www.eu-fusions.org>



Reducing food waste through social innovation



WAGENINGEN **UR**



WP5: Awareness raising events



Three large awareness raising events

► DAMn Food Waste Amsterdam (29 June 2013)

- Organised by Damn Food Waste (initiative by several organisations, including Feeding the 5000)
- 6500 visitors fed with food which would have otherwise been wasted
- Preparatory events included a food waste cook off between top chefs and a Disco Soupe to prepare the lunch



Reducing food waste through social innovation

WP5: Awareness raising events

United Against Food Waste Copenhagen (4 Oct 2013)

- Organised by SWF / Communiqué
- Entire value chain represented
- 6000 visitors were fed with surplus food which would have otherwise been discarded
- Remaining surplus food was collected for the homeless, and organic waste was collected for conversion into biogas



Photo: Michael Bech



Communiqué
Resubstans gennem kommunikation



Reducing food waste through social innovation



WP5: Awareness raising events



Feeding the 5000 Brussels (1 April 2014)

Together with Partners, Feeding the 5000 served up over 6000 delicious lunches all made from ingredients that otherwise would have gone to waste to highlight the positive solutions to the global food waste scandal.



Photo: Julie Feyaerts

WP5: Opportunities for stakeholder involvement

- **'Like' the FB page and follow us on Twitter**
- **Post your own news, & comment on our content**
- **Share** our Facebook, Twitter and website with your contacts



EU FUSIONS



@EU_FUSIONS



www.eu-fusions.org



Reducing food waste through social innovation



Thank you!



Wageningen UR
Food & Biobased Research
Hilke Bos-Brouwers
Scientific Coordinator to FUSIONS
Hilke.Bos-Brouwers@wur.nl



Reducing food waste through social innovation



FOOD & BIOBASED RESEARCH
WAGENINGEN **UR**





‘Counting the Cost of Food Waste: EU Food Waste Prevention’

Julian Parfitt

**FUSIONS: Northwest European Regional Platform
Meeting**

London 28 May 2014



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Lords Select Committee



Urgent action on food waste needed

Counting the Cost of Food Waste: EU Food Waste ...



06 April 2014

The House of Lords EU Committee has today called for urgent action on food waste in Europe highlighting that at least 90 million tonnes of food is wasted across the EU each year.

[Report: Counting the Cost of Food Waste: EU Food Waste Prevention](#)

Stay up to date

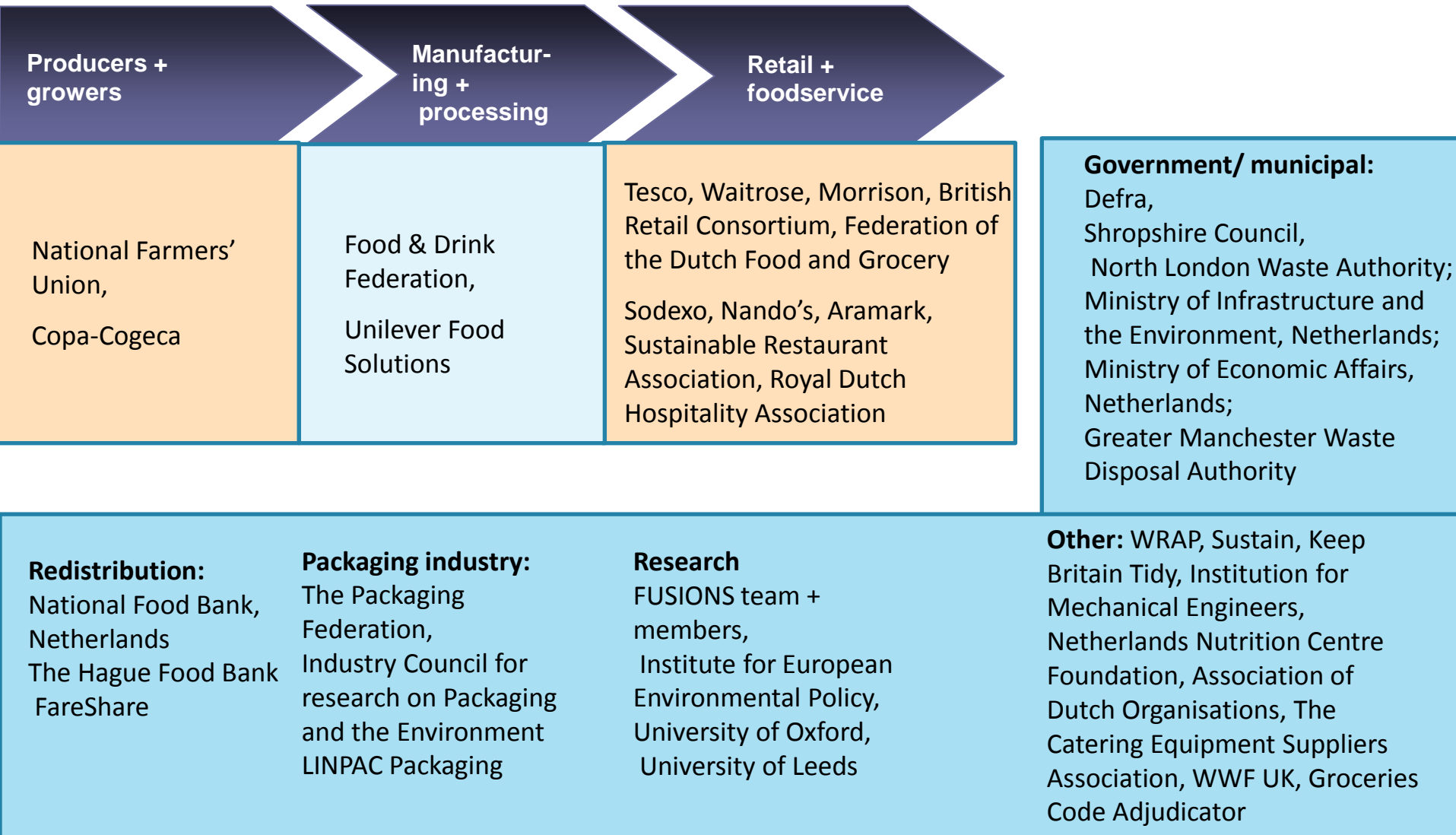
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- [Parliament to hold event in Durham on health](#)
- [Era of bullying and secret accounts in Federation must end](#)

Evidence collected

October 2013-January 2014; 60 witnesses, 22 evidence sessions, 400+ pages.



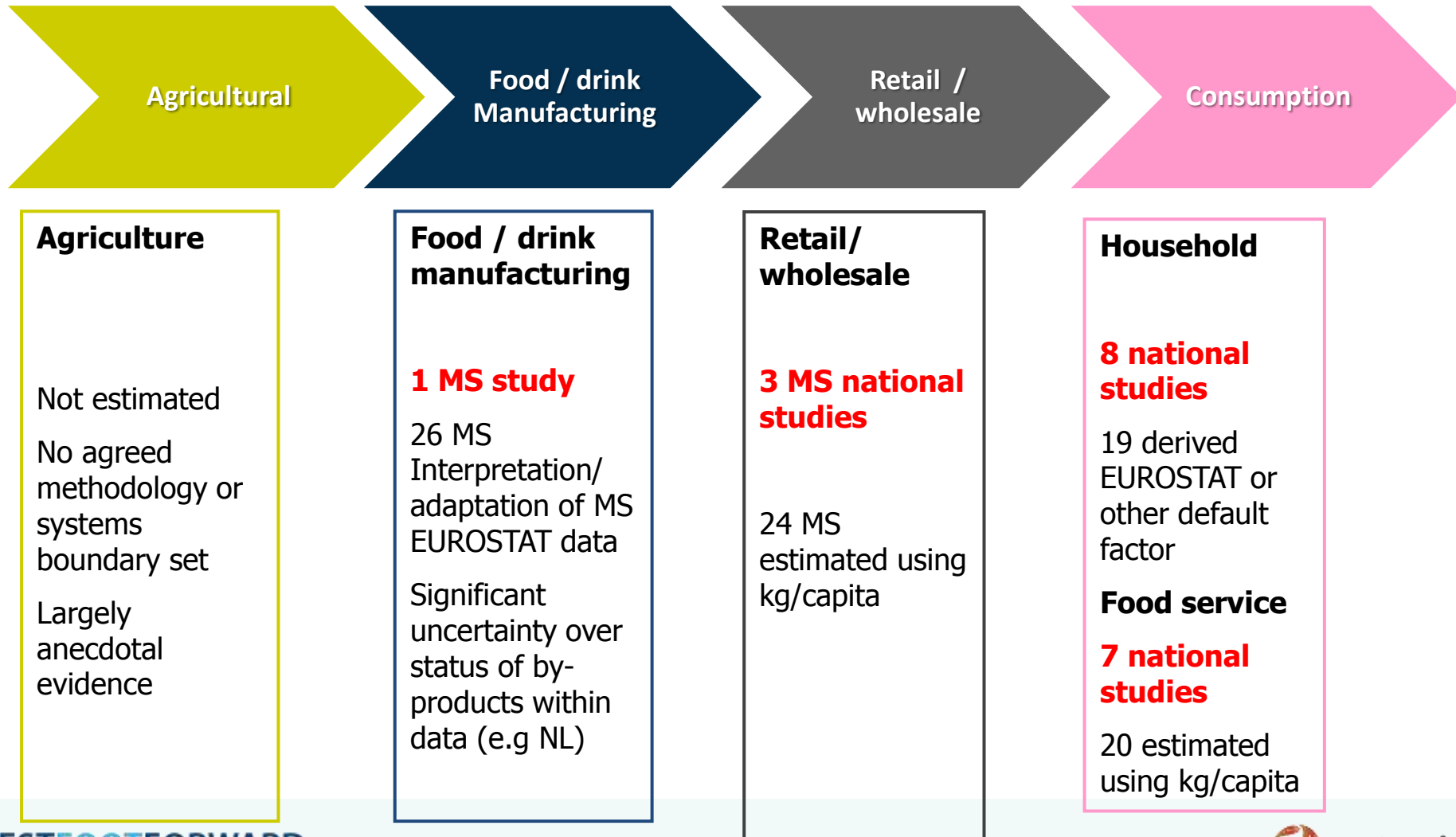
Food waste definitions

“.....the idea of a universal food waste definition that works across the food supply chain and at different geographical scales defies the complexities of the European food supply chain.”

- Recommendation: standardise approaches to defining different material and waste flows at each stage of the food supply chain

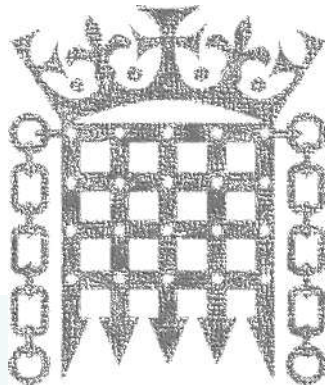
Data on food waste arisings

Few cases of detailed in-country research across EU support the 89 million tonne estimate



EU food waste reduction targets

- Witnesses generally not supportive of binding targets, baseline too limited.
- Recommendation: aspirational targets for specific to supply chain stages.
 - Raise the profile of the issue & encourage efforts to prevent food waste.



Whole supply chain cooperation

- Strong backing for whole supply chain approaches to food waste.
- Good examples from Sustainable Food Alliance (NL), WRAP PSF Pathfinder Projects (UK).
- Recommendation: EC to build on exiting mechanisms to develop more effective whole supply chain approaches.

Grocery Supply Code of Practice

- Key evidence from GSA, overseeing relationship between UK supermarkets & their direct suppliers.
- European level voluntary code, Sept 2013.
- Support for GSCOP across the EU, regulated by MS & monitored by EC.
- Welcomed the extension of the Code beyond direct relationships in the supply chain.

EU policies towards food waste

- No evidence of EC looking systematically at impact on food waste of its policies.
- Recommendation: establishment of a cross-Departmental working group on the issue.
- Food waste & CAP: not an explicit aim to reduce food waste, but potential for adaptation.
- Recommendation: European Commission to prepare guidance on the use of CAP instruments to support on-farm food waste prevention.

EU policies towards food waste

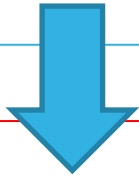
- Recommendation: new European Commission within 6 months to publish a 5 year strategy on food waste prevention.
- Recommendation: non-legislative approach to food waste prevention initially.
 - Failing this, EC to adopt legislative approach within 5 years of publishing the strategy.

Conclusions

- House of Lords: an independent view with many pointers to the wider policies that influence food waste.
- 34 main recommendations: consumers, supply chain, role of retailers, food packaging, improved data etc.,
- FUSIONS has opportunity to look more laterally.....

.....where might FUSIONS look for effective food waste prevention?

Orientation to food waste problem	Policy Outputs	Policy Outcomes
Current orientation of policies	Examples: Adjustments to food labelling/ date labels, reform of marketing standards, redistribution incentives, VAT adjustments, Good Samaritan Laws.	Impact on food waste limited? Best policy outcomes or just nibbling at the edges?



Recognition of wider / more systemic problem definition	Examples: adaptation of CAP, links to healthier eating, green public procurement, transparency in food waste reporting, policies to support food utilisation hierarchy, European GSCOP, improved demand forecasting.	Greater impact on food waste?but challenge of greater engagement across policy areas.
---	--	---



Thank you!

julian.parfitt@anthesisgroup.com

THE BETTER TOMORROW PLAN

FUSIONS North West European Regional Platform

28 May 2014



OUR ACTIVITIES

SODEXO
IS THE WORLD'S LEADING
QUALITY OF LIFE SERVICES
COMPANY



On-site
Services
Benefits
and Rewards
Services
Personal
and Home Services



ABOUT SODEXO WORLDWIDE

18,397 M€
revenues

80
countries

428,000
employees

33,300
sites

75 million
consumers
served daily

20th
largest employer
worldwide

1

Better Tomorrow Plan

The Better Tomorrow Plan

In 2009 Sodexo Group defined a worldwide corporate citizenship roadmap: The **Better Tomorrow Plan**, involving **80 countries**, **33,300 sites** and **428,000 employees**.



We ARE

The fundamentals of a responsible company

We DO

4 PRIORITIES
with **18 commitments**
for action

We ENGAGE

Sodexo commits to dialogue & foster interactions with all our stakeholders

PROTECT THE ENVIRONMENT

One of our commitments

“We will reduce organic waste in all the countries where we operate and at clients' sites by 2015. We will support initiatives to recover organic waste.”

Good practices

Deployment of
WasteWatch
Site-Win
initiative in 42
countries



On Oct. 2013,
35 countries and
more than **3,700**
sites engaged in
WasteLESS
Week.

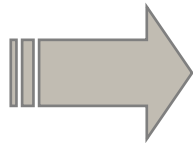
2

WasteWatch Good practice #1

WasteWatch – Good practice #1

WasteWatch is a step forward to measure and track food in our food services sites around the world.

Why? Knowing how much we are wasting shall provide guidance into taking actionable practices with an intention to reduce waste overtime through better awareness.



**Reduces pre-consumer food waste
by up to 45% and food cost by
around 3 to 3.5%.**

WasteWatch - Objectives

3 GOALS

1

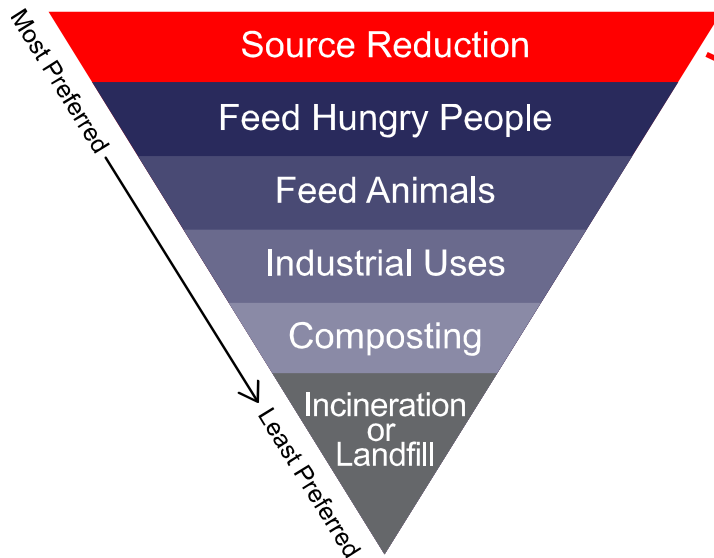
Value food as
an important
resource

2

Reduce
food waste

3

Improve
profitability
at sites



WasteWatch - Scope

- On-Site Service Solutions - Food Service Sites (Catering).
- Pre-consumer food waste (Kitchen Waste) - Phase1

Three “Pre-Consumer ” Food Waste Types

1/ Over Production

Surplus cooked food and prepared meals that have not been sold or plated.

2/ Preparation

Un-cooked food waste generated during food preparation, such as fruit rinds, vegetable scraps, meat trimmings, etc.

3/ Out of Date

Not fit for consumption food waste generated from expiration, contamination, burning.

- 4-10% of the food purchased in foodservice operations ultimately becomes kitchen waste before ever reaching a consumer. (Source: LeanPath).

WasteWatch - Methodology

1/ COLLECT



Use buckets as bins to collect kitchen food waste from different areas based on waste types.

2/ MEASURE



Measure volume of waste from the calibrated buckets daily and log on daily recording sheet.

3/ TRACK



CITIZEN
Our Better Tomorrow Plan Management Platform

Waste Watch		Monday	
	Holiday?	<input type="checkbox"/>	No
	Food Sales (Revenue)	<input type="checkbox"/> GBP	11,300
	Number of Meals or Transactions	<input type="checkbox"/>	900
	Unit of Measure	<input type="checkbox"/>	Kilograms
Primary	OVER-PRODUCTION	<input type="checkbox"/>	220
	PREPARATION	<input type="checkbox"/>	50
	OUT OF DATE / EXPIRED	<input type="checkbox"/>	25
	POST-CONSUMER (Waste)	<input type="checkbox"/>	390

Input every day total waste collected based on waste types.

WasteWatch – Tracking through a tool

3/ TRACK - Daily Data Input

Indicator	Value	
Unit of measure	L	To be input by site managers
Number of meals served or number of transactions	5000	
Over Production Waste (Volume)	352 L	
Preparation Waste (Volume)	212 L	
Out of Date Waste (Volume)	108 L	
<i>Total Pre-Consumer Waste Collected (Volume)</i>	<i>672 L</i>	Calculated by Citizen
<i>Over Production Waste / Meal</i>	<i>0.07 L</i>	
<i>Preparation Waste / Meal</i>	<i>0.04 L</i>	
<i>Out of Date Waste / Meal</i>	<i>0.02 L</i>	
<i>Total Pre-Consumer Waste / Meal</i>	<i>0.13 L</i>	
Please mention any comments, exceptions, extraordinary events that contributed or reduced the pre-consumer waste	Over forecast from client to accommodate a special external event on Tuesday's lunch.	To be input by site managers

WasteWatch – Tool Kit

Site Manager leaflet



“What can I do?” guide



Daily Recording Sheet



Food waste tracker



7 tips & tricks to reduce food waste

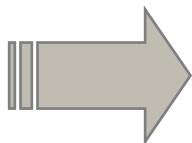


Overview presentation



Case study: WasteWatch at a client site, UK

WasteWatch – Financial impact



**Food waste can represent as much as
10% of the food cost.**



Examples:

- In **Sweden**, the program has delivered €200,000 of savings, 66 tons of food waste reduction and a reduction of 198 tons of CO2 output in 5 months.
- **France** will seek to reduce food wastage to 3% or less across all Corporate Services sites by the end of FY16, capturing an estimated €3 million in savings.

Economic

- Reduces site operating costs
- Waste separation creates economic opportunities

Environmental

- Reduces Carbon & Water footprint

Social

- Excess food resources saved are available for consumption
- Greater employee engagement.

Beyond Tracking...Practices @ Sites



- Site Manager reviews menus to identify and reduce frequently wasted items.
 - Site Manager discusses with the kitchen team regularly. Why do we purchase this? Can we use less of it or use it more efficiently? Can we reuse it?
 - Reduce/Removal of low-used products from the purchasing list.
 - Better Meal Planning. Using recipes that generate notably less food waste.
 - Recipes for cooking with leftovers (wherever regulations apply and taking food safety into consideration).

3

WasteLESS Week

Good practice #2

WasteLESS Week – Good practice #2

WasteLESS week is a week-long employee and consumer engagement campaign run by Sodexo on our sites around the world during October.

2 GOALS

1

Raise awareness of the work
Sodexo has been doing to
reduce the waste of resources

2

Encourage employees and
consumers to take action

5 aspects of waste to emphasize: Food waste, Energy waste, Water waste, Paper waste, Recycling

WasteLESS Week – Tool Kit

YOUR ROLE AS A MANAGER

As a manager there are five steps you need to complete:

MEET	BRIEF	PREPARE	RUN	THANK
				
MEET WITH YOUR CLIENT It's important to first engage your client and show them how WasteLESS Week meets their goals. See page 10 for key messages and materials to share with them.	BRIEF YOUR TEAM Your team will have a key role to play in making WasteLESS Week a success. See page 13 for the key info they need and how to get them excited.	PREPARE MATERIALS FOR THE WEEK There are pre-prepared materials and activities for you to choose from. See page 16 to pick the ones that are right for your site, team and client.	RUN THE WEEK During WasteLESS Week you'll need to make sure things are running smoothly. See page 22 for a checklist.	FOLLOW UP AND THANK YOU After WasteLESS Week you should have a follow up meeting with your client, and thank anyone who was involved. See page 24 for what to do once the week has finished.



WasteLESS Week Global involvement & KPIs

As of 20 January 2014

Participation

37 countries / entities
(48% increase over 25 in 2012)

Number of sites/offices participating
ESTIMATION

4,888 sites
(170% increase over 1,813 in 2012)

- AUSTRALIA
- AUSTRIA
- BRAZIL
- BRAZIL (B&R)
- BULGARIA (B&R)
- CANADA
- CHILE
- COLOMBIA
- CZECH REPUBLIC
- FINLAND
- FRANCE
- FRANCE (Group HQ)
- GERMANY
- INDIA (B&R)
- ITALY
- MADAGASCAR
- MALAYSIA
- NETHERLANDS
- NETHERLANDS (RS)
- NEW CALEDONIA
- PERU
- PERU (B&R)
- POLAND
- ROMANIA
- ROMANIA (B&R)
- RUSSIA
- SLOVAKIA
- SLOVENIA
- SOUTH AFRICA
- SPAIN
- SWITZERLAND
- THAILAND
- UK AND IRELAND
- UK (B&R)
- UK (RS)
- USA
- USA West Zone

Example of good practices

Brazil B&R and On-site



ACTIONS

- A recipes book with leftovers from vegetables and fruits sent to B&R clients and affiliates
- Sodexo nutritionists gave lectures about Food Waste Reduction to clients
- Communicated through the “Sodexo Radio”

France Global HQ site



ACTIONS

- The bread left by consumers was collected on their plate during 2 weeks and shown to them so that they can visualize the amount of waste every day.
- A sale of apple juice in favor of STOP Hunger was organized. The juices were made with fruits that would have been discarded.



Thank you

Contact:

Hélène Castel

helene.castel@sodexo.com

The behavioural drivers of food waste

Tori Flower
Creative Director
We Are What We Do

www.wearewhatwedo.org
[@wearewhatwedo](https://twitter.com/wearewhatwedo)

WeAre
WhatWeDo™

What I'll talk about today

- Brief intro to our company and how we change behaviour
- Explaining the behavioural drivers of food waste:
 - Behavioural Insights approach
 - Social context approach
- Recommendations

Our company and how we change behaviour

ACTOR

ACTION

OUTCOME

Explaining the behavioural drivers of food waste

- Behavioural Insights approach
- Social context approach

Behavioural Insights approach

Limited rationality

- Immediate benefits
- State
- Timing

Social

- Norms
- Company

Choice structure

- Defaults
- Salience

Environment

- Context
- Tools

Social context approach

- Detailed user personas
- Specific to different user types
- Behaviours and attitudes around food waste
- Behaviours and attitudes more generally

Competing demands: families with young children

Found 5 key drivers of behaviour

- Feed family healthily and 'properly'
- Minimise protests from family
- Save money
- Save time
- Minimise effort

Key driver: Need to feed family healthily and 'properly'

I buy loads fresh fruit and veg as I try to have healthy stuff in for the kids, a lot of which they don't end up eating

I feel guilty when I have to mix proper meals with easier solutions

Leftovers aren't really a 'proper meal' for the family, it's better to cook something new

If it was just me, I would use up leftover ingredients in a simple meal, but that won't do for the kids

I like to cook a "proper meal" every night for the family, but that sometimes goes in the bin when the kids don't eat it and they end up eating something else.

My family don't like eating the same thing again and again so even if have leftovers in the fridge I'd rather something new

Key driver: Need to minimise protests from family

My kids are always putting extra things in the trolley and I don't want to cause a scene in the supermarket so they often get their way

It's easier to just go with them sometimes, especially when they're tired or I'm tired.

Often I make something and then after its served one of the kids decide they don't want it, so that goes in the bin, out comes a back up meal.

I tend to buy a lot when I shop as I don't want to risk being without provisions for the family midweek.

My kids wouldn't want leftovers for their packed lunch – How would it look for them to have cold pasta whilst the others have proper pack-ups? They want branded things in packets

My lot like tried and tested recipes, not new things I've concocted to use up old ingredients

Key driver: Need to save money

*I'm definitely
money conscious
when I shop, so am
often tempted by
BOGOFs and
multipacks*

*If a bigger bag is
better value for
money, I'll
always get it*

*I quite often
buy stuff on the
discount aisle
as its a bargain,
but we don't
eat it in time*

Key driver: Need to save time

I just guess how much rice/pasta to use, I don't have time to measure and figure it'll get eaten

We have great intentions to create delicious, perfectly balanced lunches, using up the fresh food in the fridge, but busy mornings mean I end up just putting the same pre-made easy options in every day

Often I'm cooking when either I'm hungry or the kids are starving so we'll eat whatever's quick

Key driver: Need to minimise effort

I just guess how much rice/pasta to use, I don't have time to measure and figure it'll get eaten

I've got to be so careful with food poisoning. It's a disaster when the kids or me or my husband are sick. I wouldn't risk food that might be past it so prefer to chuck it.

At the end of meals we are thinking about a million other things, not putting food in tupperware

Competing demands



Suggestions and questions

Q: What type of food would you recommend people cook that not only reduces food waste, but

- saves time?
- keeps family happy?

Suggestions and questions

Q: How might you phrase a communication campaign when people

- don't want to waste food
- already know how to avoid wasting food
- but are under other pressures which are causing food waste to happen?

Suggestions and questions

Q: How might you design a tool that helps Mums plan meals better which actually

- saves them effort
- saves them money
- gives their better family "proper" healthy meals?

The behavioural drivers of food waste

Tori Flower
Creative Director
We Are What We Do

www.wearewhatwedo.org
[@wearewhatwedo](https://twitter.com/wearewhatwedo)

WeAre
WhatWeDo™

Scottish Government National Food Waste Campaign 28 May 2014

**Gwen Hamilton
Senior Marketing Manager**

Contents

- Campaign objectives
- Marketing & Communications
- Examples of partnership working
- Impact on behaviour

2014 campaign objectives

- ✓ Raise awareness of the quantity of food that is wasted in Scotland.
- ✓ Encourage people to consider how they can avoid over-buying and wasting food in their own home. Provide tips to help.
- ✓ Encourage people (where facilities are available) to recycle the food they can't avoid wasting.

These are underpinned by the following facts:

- In 2012 food waste in Scotland equalled **630,000** tonnes; over two thirds of this could have been avoided
- Avoidable food waste costs Scotland **£1.1** billion a year
- Around **50%** of households had a collection service by the time of campaign launch
- Preventing / avoiding food waste is **x10** better for the environment than any food recycling method.

Target Audience



- Everyone, with families usually the principle culprits.

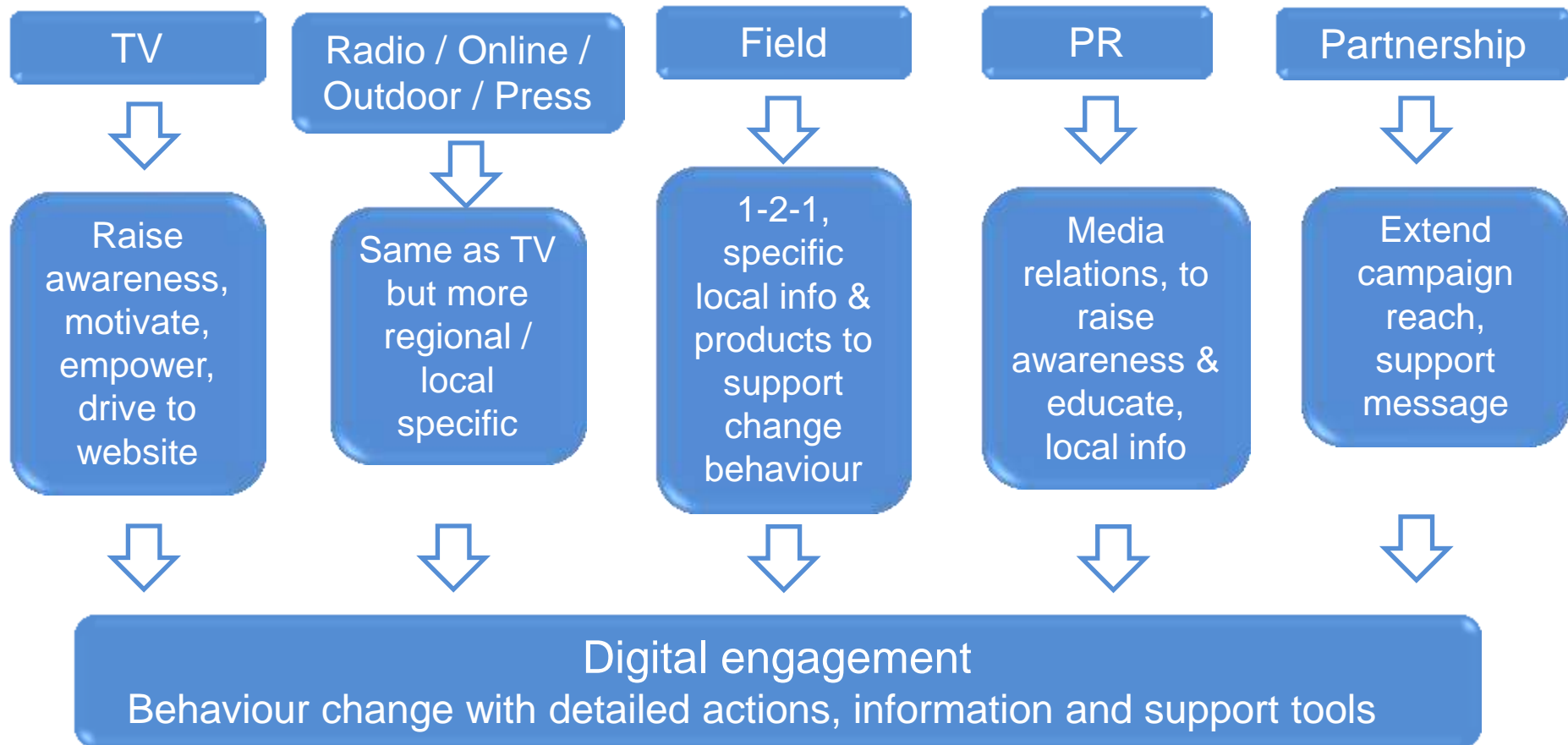
Core proposition

“We waste one fifth of the food we buy – it costs Scotland, it’s bad for our pockets and impacts our environment”.

Our takeout:

“Shop smart, cut avoidable food waste, save £470 a year and recycle what you can’t eat”

The marketing mix - delivery across a variety of channels



TV Ad



<https://www.youtube.com/watch?v=LizxOzlAPQs>

Radio Ads

Script

Client: Scottish Government
Subject: Greener Scotland - Food Waste
Media: Radio

Job No.: GRE26805
Date: 15.01.14
Time: 30 seconds

(VO: Flora Munro)

PREVENTION – AS RECORDED

'Recipe – Cut Food Waste'

SFX: *Vegetables being chopped on a chopping board*

FV1: Here's a wee recipe that could save you £470 a year on average. It's called...

SFX: *One big chop.*

FV1: 'Cut food waste'

SFX: *Gas cooker ignition. We hear flame being lit.*

FV1: In Scotland, we waste almost a fifth of the food we buy every year...we must have money to burn!

SFX: *Sizzle as ingredients hit the pan.*

FV1: But don't sweat. Start by planning your next food shop.

SFX: *More sizzling as further ingredients hit the pan.*

FV1: Chuck in good habits like reusing or freezing your leftovers.

SFX: *Sound of food being stir-fried in the pan.*

FV1: Et voila. You're cooking with gas. Or leccy. And you're helping the environment.

SFX: *Sound of food being served on to plate.*

FV1: For tips on how to waste less and recycle food, go to greenerscotland.org.

(VO: Flora Munro)

RECYCLING - AS RECORDED

'Recipe – Recycle Food Waste'

SFX: *Vegetables being chopped on a chopping board*

FV1: Here's a wee recipe to help the environment by reducing the amount of food we send to landfill. It's called...

SFX: *One big chop.*

FV1: 'Recycle food waste'

SFX: *Gas cooker ignition. We hear flame being lit. Sizzle as ingredients hit the pan.*

FV1: Start by using a food recycling bin for the things you can't use - like peelings, bones and egg shells.

SFX: *More sizzling as further ingredients hit the pan.*

FV1: If we all recycle more of the food we can't use, we'll help to cut greenhouse gases.

SFX: *Sound of food being stir-fried in the pan.*

FV1: Now that's the perfect recipe for a cleaner, greener Scotland.



SFX: *Sound of food being served on to plate.*

FV1: For information on recycling food and avoiding food waste, go to greenerscotland.org.

Outdoor



Digital Creative

<p>CUT YOUR FOOD WASTE</p> 		<p>...BY PLANNING AHEAD...</p> 	<p>...AND SAVE AROUND £470 A YEAR</p> <p>TO FIND OUT MORE CLICK HERE >></p>
--	--	---	--

	<p>CUT FOOD WASTE</p> <p>CLICK HERE TO FIND OUT MORE</p>
--	---

<p>RECYCLE YOUR FOOD WASTE...</p> 	<p>...TO CUT GREENHOUSE GASES</p> <p>TO FIND OUT MORE CLICK HERE >></p>	 
--	--	---

Interactive Banners



Waste less food and help the environment too

You are receiving this email because you are on our mailing list.
[You can unsubscribe in our web browser.](#)

GREENER SCOTLAND
 LET'S GO GREENER TOGETHER

 natural
scotland
SCOTTISH GOVERNMENT

CUT YOUR FOOD WASTE AND SAVE AROUND £470 A YEAR

[Find out how >](#)



Hello

Oh drumble! Did you know that we throw away the equivalent of 2.6 million slices of bread every day? That's a lot of toast! In fact we waste a fifth of the food we buy in Scotland. But by making a few small changes you could save around £470 a year. And if you recycle the food you can't use, you'll help the environment and we'll all be better off.

So start today by taking some simple steps like:

- [Plan your shopping](#) better to get what you really need.
- [Recycle food](#) that you can't use.

For more information on reducing and recycling food waste, go to greenerscotland.org

START RECYCLING YOUR FOOD WASTE

Find out more about food waste collection in your area

[Search now >](#)



START MY GREENER PLAN

Wasting less food and recycling more could be the first steps to your own greener plan.

[Find out more >](#)



www.greenerscotland.org >

[Unsubscribe >](#)

[Contact us >](#)

 Like  Tweet

Field Activity



SHOP SMARTER. WASTE LESS. SAVE MORE.

MEAL PLANNER

MY SHOPPING LIST

LET'S GO GREENER TOGETHER. GREENERSSCOTLAND.ORG

As usual, interaction and engagement with stand at very good levels



93%
Talked

- 85% chatted to one of the team briefly
- 49% talked in more depth to one of the team
- 25% spoke to a Food Waste collections expert*



99%
Took-away item

- 95% magnetic meal planner with shopping list
- 72% booklet of tips and recipes
- 24% fridge wobbler



51%
Interacted with ipad/touch screen

- 44% looked at information display on screen
- 28% used interactive recipe generator on screen
- 17% looked at interactive tour on the iPad



29%
Found out when local collections due

On average, visitors engaged with or took away 4.7 activities/things, with those in the 'East' more engaged (43% did 6+ things, compared to 25% 'West')

65+ significantly less likely to interact with ipad/touchscreen, and also less likely to have talked

Base: All respondents (208)
Q3: Which of the following did you do at stand?

**NB: Food Waste collections experts were only at some events*




CC&GB Tracking: Greener Together & Food Waste Campaign Evaluations
© TNS JN:200119484



95

Press Ads



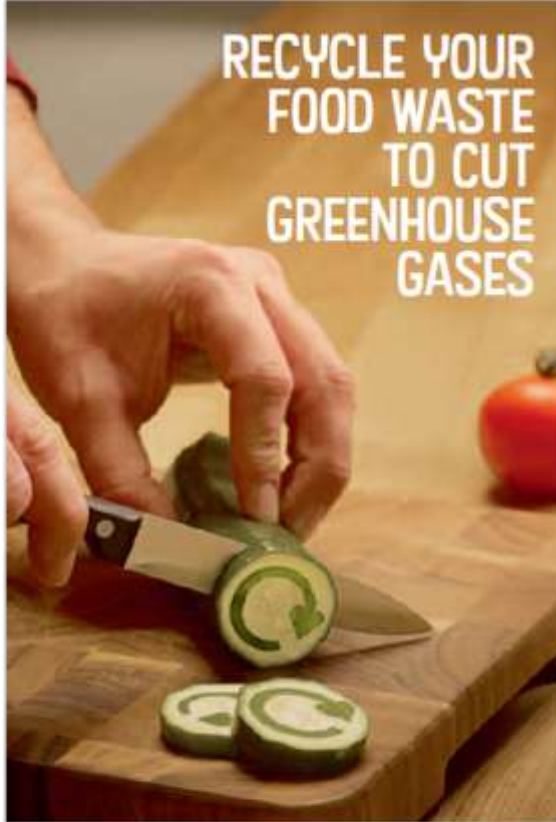
CUT YOUR FOOD WASTE AND SAVE AROUND £470 A YEAR

In Scotland, we waste almost a fifth of the food we buy every year. That's expensive. But by shopping smarter and planning ahead, you can save money and help the environment. Plus recycle the food you can't use – so we're all better off.

For tips on wasting less and food waste recycling in your area go to [greenerscotland.org](https://www.greenerscotland.org)

LET'S GO GREENER TOGETHER
[GREENERSCOTLAND.ORG](https://www.greenerscotland.org)

 **natural
scotland**
SCOTTISH GOVERNMENT




RECYCLE YOUR FOOD WASTE TO CUT GREENHOUSE GASES

Recycling the food you can't use reduces the amount of food waste sent to landfill – cutting harmful greenhouse gases. Plus, waste less food in the first place and you can save around £470 a year, so we're all better off.

For information on wasting less and food waste recycling in your area, go to [greenerscotland.org](https://www.greenerscotland.org)

LET'S GO GREENER TOGETHER
[GREENERSCOTLAND.ORG](https://www.greenerscotland.org)

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SCOTTISH GOVERNMENT

Website



FOOD WASTE RECYCLING

Much of the food we waste is perfectly good to eat, or would have been if we had planned ahead. But some of it is unavoidable – like eggshells, coffee grounds and fruit peel.

FOOD WASTE COLLECTION

Enter your postcode to see if your council offers food waste collection and get local guidance.

Search >

Partnerships

Big

- Revisited successful partners from previous campaigns
- Asda, Tesco and IKEA for core audience

Small

- Widened target audience to a niche “foody” demographic
- Earthy and Wholefoods

Something a bit different

- Staff posters in all Asda Colleague Notice Boards.
- Erected 2 double messaged campaign posters in disused retail spaces in high traffic generating shopping centres.
- 300 trolley ads in IKEA Glasgow.
- Worked collaboratively for the first time with Borders Council to gain access to a discrete database and communicated with Top 100 food outlets in the area.

PR

4 in 10 people believe food waste is not a problem as it breaks down in landfill

22% of Scottish households may never receive a food waste collection



Economic message has most traction with consumers – PR needs to dial up the key environmental messaging

Some people believe they already do their bit for food waste so maximum audience understanding is required

Social Media

- Created engaging social media plan posting regularly via Greener Together Facebook and Twitter channels.
- Involved other like minded organisations through post sharing and likes.
- Utilised FW blog content on <http://www.greenerscotland.org> to provide 'real life' experiences and maximise number of followers.
- Utilised FW advert and magician video content to promote key campaign messages online.

Results:



29 Facebook posts from FW campaign in total resulting in additional 239 Facebook shares



29 Twitter posts from FW campaign resulting in 58 Retweets

Partners

- Utilised Greener partner contacts where possible throughout the campaign – e.g. Royal Botanic Gardens, Eco Schools.
- Placed calls to all partners to ensure information received and understood.
- Liaised with key partners on creating posts for the Greener Scotland blog.
- Used the Greener2gethr Twitter channel to maximise partner engagement.
- 33 partner Tweets during campaign and an additional 99 Retweets.



Cut Food Waste & Save £££

By making small changes and reducing the amount of food thrown away, families can save an average of nearly £40 a month and help the environment.

In Scotland, one fifth of food bought every year is wasted. Most of this waste could have been avoided – it's expensive and damages the environment. 630,000 tonnes of food and drink is thrown away annually – costing Scots over £1 Billion and creating harmful greenhouse gases.

The Scottish Government Food Waste Campaign gives households simple steps to reduce food waste and save money, including:

- check cupboards, fridge and freezer then write a list before shopping
- plan meals in advance
- plan portion sizes
- check date labeling and storage information
- use up or freeze leftovers
- recycle unavoidable food waste like peelings, bones and teabags

For more information visit: <http://www.greener-scotland.org/feeding-greener>



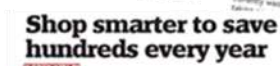
Eco-Schools



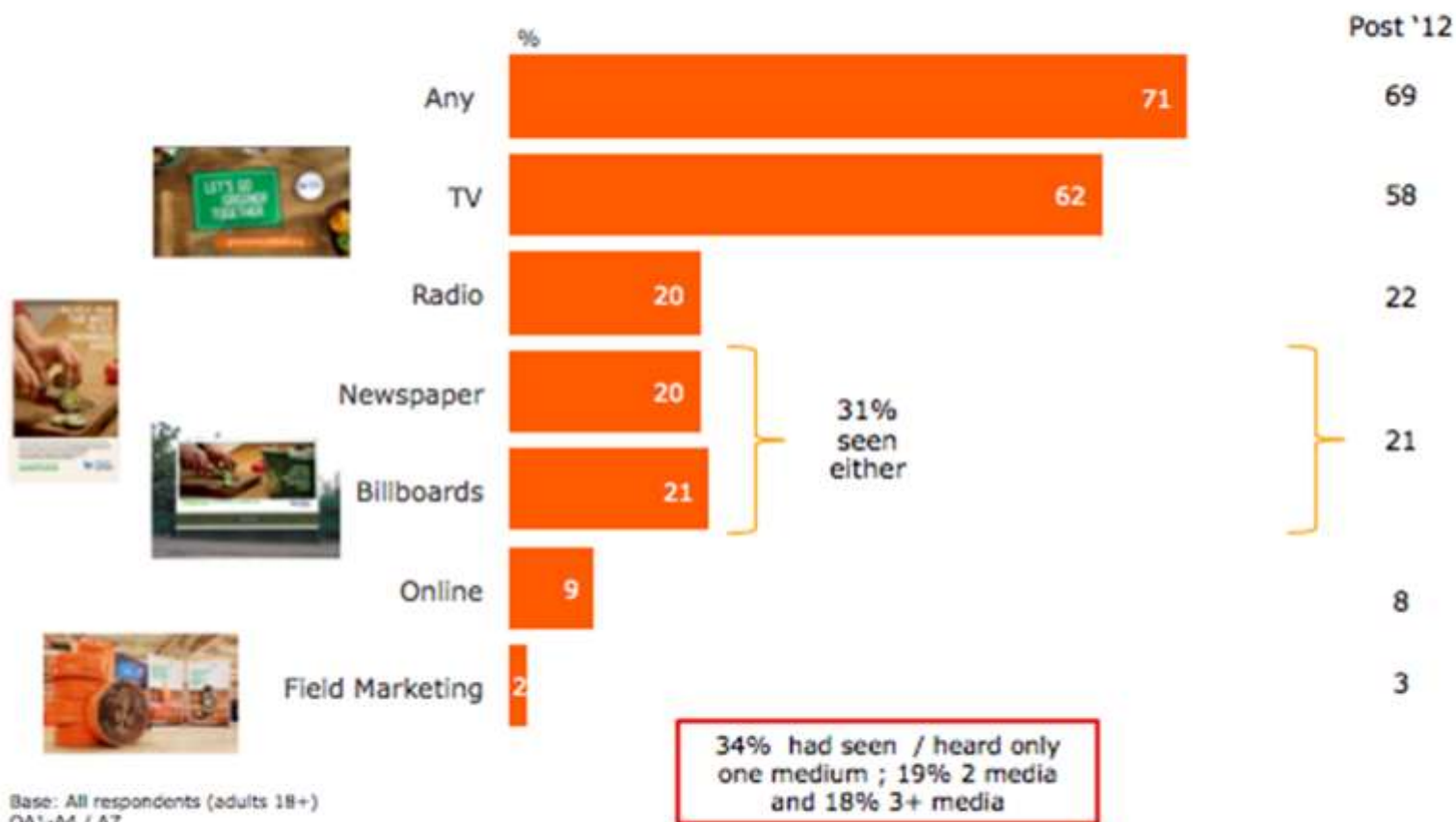
Royal Botanic Garden Edinburgh



Media Highlights



Seven in ten recognised any media on prompting



CC&GB Tracking: Greener Together & Food Waste Campaign Evaluations
© TNS 3N:260119484



37

Impact on behaviour

- Decline over time (2012 / 2014 waves) in disposing of food waste in normal bin and increase in use of food waste bin (reflects increased access to recycling).
- Use of food waste bins increased by 10% amongst those with access pre to post.
- Marked increase (2012/ 2014) in number of people agreeing that they only cook the amount of food that people will eat.
- Smaller increases in agreement that lists are made before shopping and meals are planned in advance.
- Reduction in purchase of special offers / multi packs evident from 2012 / 2014.
- Evidence that understanding of environmental impact of food waste is starting to improve and this may be driving behaviour change for some.

Thank you

Gwen Hamilton
Senior Marketing Manager



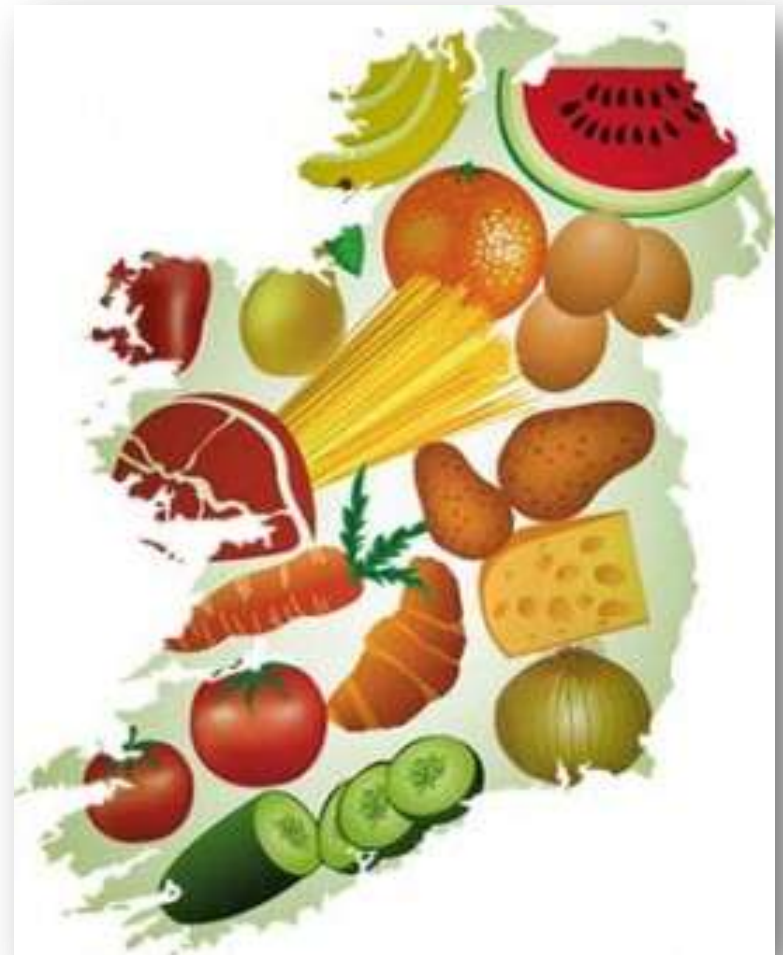
Ireland's Stop Food Waste Programme

Odile Le Bolloch, Environmental Protection Agency

FUSIONS NW Regional Meeting,
London 28 May 2014.

Background

- ▶ Est. June 2009
- ▶ Part of National Waste Prevention Programme
- ▶ Small team, small budget
 - ▶ collaboration with others
- ▶ Preparatory phase -
 - ▶ clear, consistent messages
 - ▶ developing materials,
 - ▶ key messages,
 - ▶ establishing partnerships



Stop Food Waste



- ▶ Householders/communities & small retail
- ▶ Delivered in partnership with municipalities
- ▶ Creating awareness and enabling behaviour change
- ▶ influencing consumption and production behaviours
- ▶ Home composting



Stop Food Waste Challenge




5 steps to cut out food waste and

TRIM YOUR BIN




1

Know your waste

To Stop food waste first become aware of what and how much you throw out.



Separate your food waste
Put your food waste into a separate container to see how much you really waste.



Record your waste
To remember the food you throw out why not make a note of it.



Identify the reasons
If you know why you're throwing out food you can work towards stopping it.

2

Planning

Good planning makes life easier, saves you money and reduces food waste.



Know your cupboard
Before you step outside your door, know what you already have!



Make your plan
By using meal plans and recipes to suit your needs, you will save money.



Write your list
A properly planned shopping list will save you time and stop food waste!

3

Shopping

This is one place you waste food before you even buy it... Buyer beware.



Before – be prepared!
Know what you need before you go and don't shop on an empty stomach!



During – be strong!
You have your list, stick to it and beware, bargain buys often go to waste.



After – how much have you saved?
Shorter receipts? lighter bins? have a look and see what you have saved.

4

Storage

Make the most of what you've bought, and give your food a good home.



Store it right
Knowing the right place for the right food is half the battle.



Use it right
You bought it, make sure you use it. Know your dates, don't get caught out.



Make it last
There are many great ways to preserve your food but do you know how?

5

Cooking

Now to the tastiest part of stopping food waste. Bon Appetit!



Proper Portions
An overloaded plate leads to an overloaded bin - know your portions.



Serving and reuse
Learn the magic art of the loaves and fishes!



Random Recipes
There are many ways to cook a spud, check out stopfoodwaste.ie.



Reaching audiences – working with others

- ▶ National (PR, media, national campaign)
 - ▶ Website
 - ▶ Promotional resources
 - ▶ Information & data
 - ▶ Infographics
 - ▶ Guides
 - ▶ Posters
 - ▶ Videos
 - ▶ Social media (@Stop_Food_Waste, Facebook, Flickr, SnapGuide, YouTube)
 - ▶ TV (Waste Watchers, Eco-eye)



Reaching audiences – working with others

- ▶ National (PR, ...)
- ▶ Website
- ▶ Promotional re...
- ▶ Information & ...
- ▶ Infographics



- ▶ Social media
- ▶ SnapGuide, Y...
- ▶ TV (Waste Wa...

Ireland Trends · Change

#Final4TXFSigns

#wastewatchers

#AskUnionJCSL

#NFL

Home Alone

ESB

#Christmas

Arsenal

Luke

Ireland

gn)



Waste Watchers TV Programme

WASTE WATCHERS – RTE1 from Trilogy Media on...

RTE ONE

Reaching audiences – working with others



- ▶ In partnership with local authorities
 - ▶ promote waste prevention and enable behaviour change at a local level
 - ▶ engagement with communities and householders every day
 - ▶ one-on-one interaction and group activities
 - ▶ community group networks
 - ▶ resources, training, support
 - ▶ small businesses – pubs, café, small supermarkets – training
 - ▶ regulatory compliance assistance



Master composter/food waste ambassadors

- ▶ Volunteers – community outreach
- ▶ Celebrity chefs
- ▶ Attend events around country promoting food waste prevention message and demonstrating home composting



Master co

- ▶ Volunteer
- ▶ Celebrity
- ▶ Attend c
- waste p
- home c

assadors

y food
rating



Haverf

Working with Others

► Organisations with similar messages

- Chefs/food bloggers
- Home economics teachers
- Governmental organisations
- NGOs
- International



► Organisations with same target audiences

- Healthy eating – community dieticians
- Parent groups
- Kitchen economics – low income households
- Food safety



Other food waste prevention work in Ireland



Potential savings nationally 2,900 tonnes (€6-8 million)





Thank you for your attention

For further information log on to:
www.stopfoodwaste.ie

Email: Odile Le Bolloch o.lebolloch@epa.ie



www.acrplus.org



LOVE
FOOD
hate waste

ACR+

European Week for Waste Reduction

FUSIONS / Love Food Hate Waste
Northwest Regional Meeting
London 28 May 2014

Lisa Labriga, ACR+





www.acrplus.org

WHO ARE WE?

95 members

27 countries

~1100 LRAs

Come join us!

www.acrplus.org





www.acrplus.org

WHAT DO WE DO?



Campaigns & Projects



Technical reports



Conferences &
Workshops

ACR+ Update

Summer - Autumn 2012

News &
information services

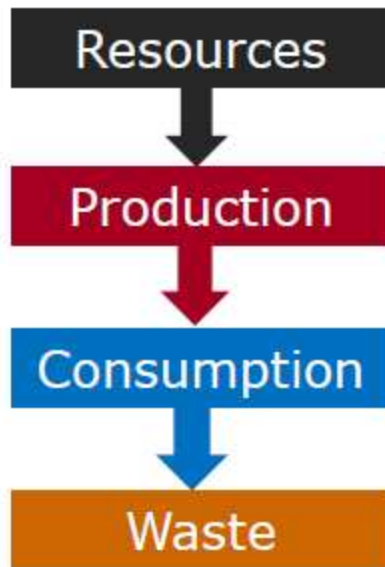
www.acrplus.org



www.acrplus.org

Vision: Multi-R approach and Circular Economy

Linear economy



Chain economy



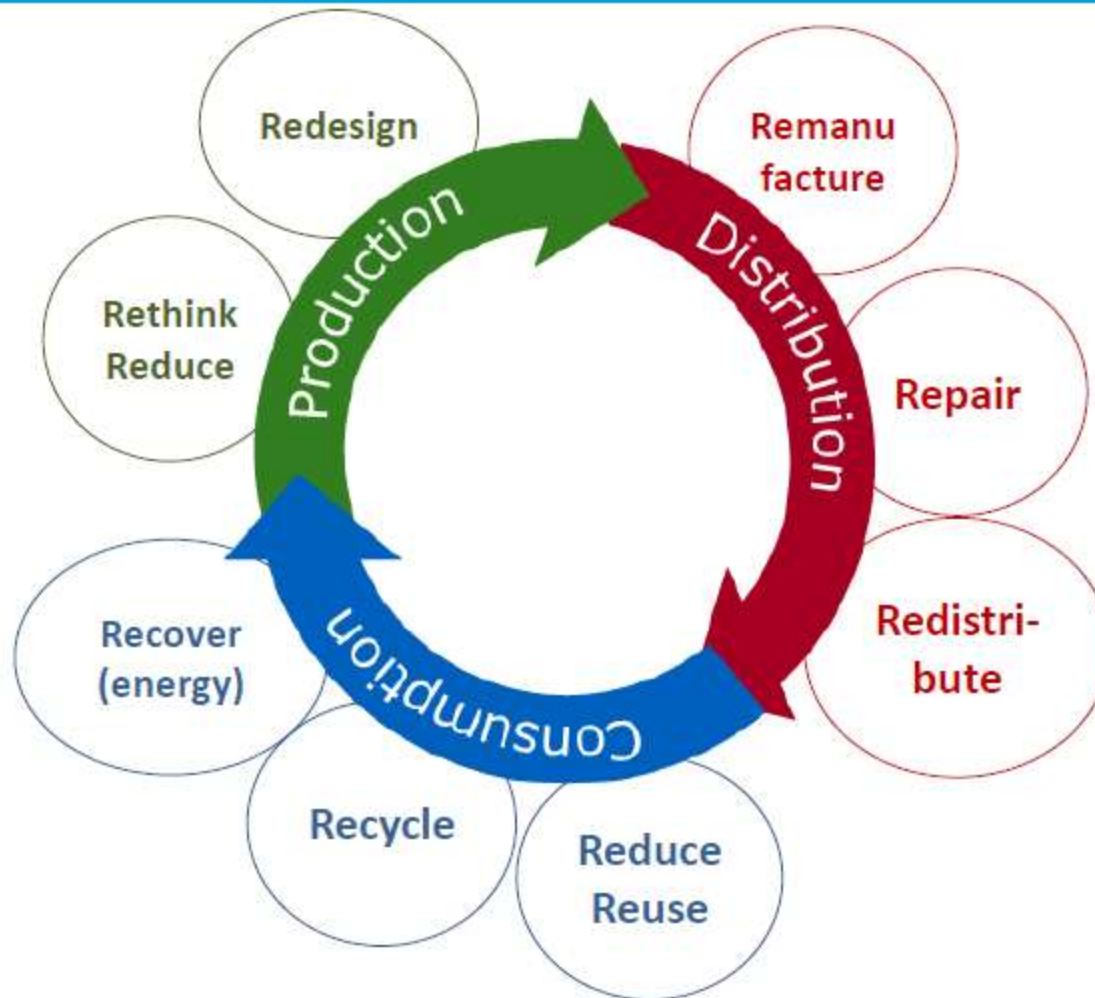
Circular economy





www.acrplus.org

Vision: Multi-R approach and Circular Economy





ACR+

www.acrplus.org

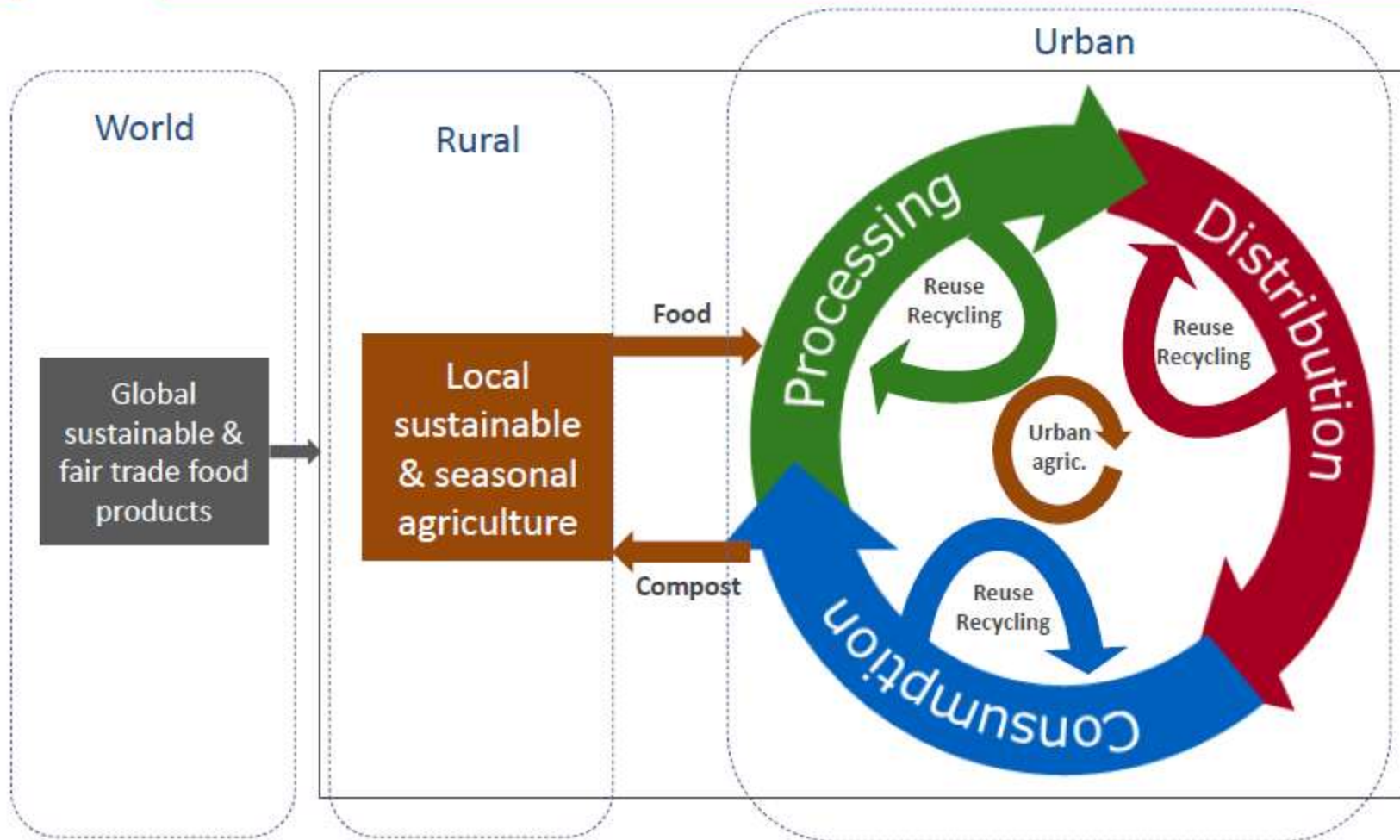
CE with territorial hierarchy





www.acrplus.org

The case of the circular food economy





www.ewwr.eu

European Week for Waste Reduction



© Akademia



© Generalitat Valenciana





Take action:
raise awareness!

www.ewwr.eu





EWWR 2013: Results

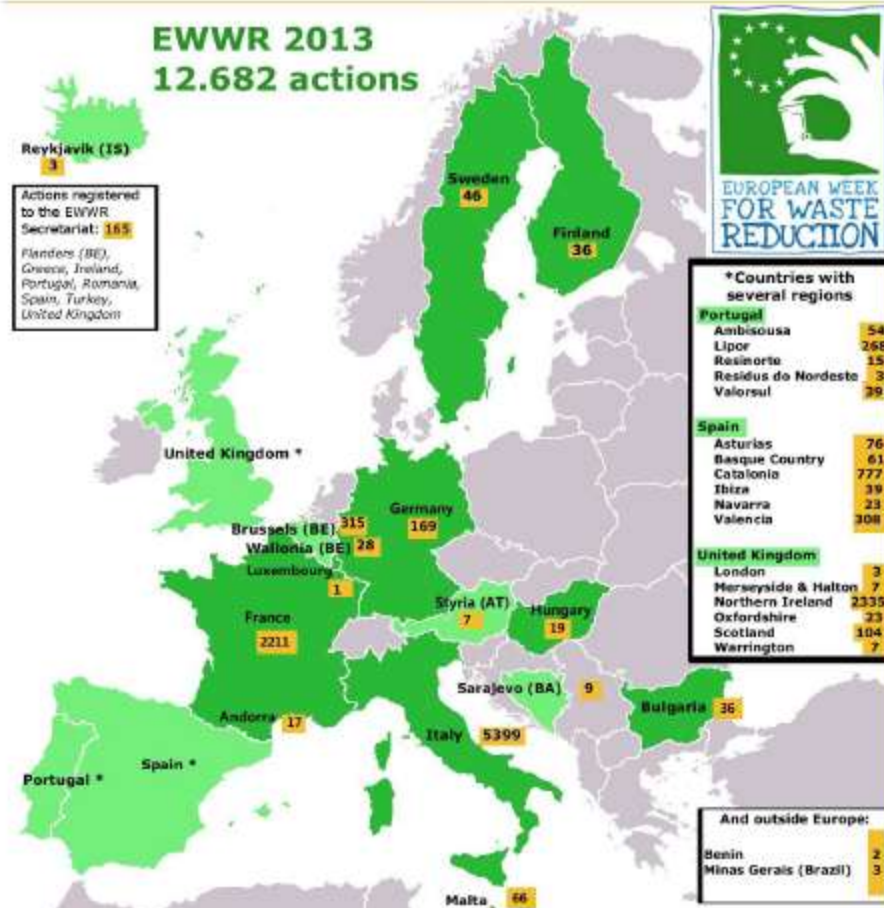
www.ewwr.eu

12.682 actions

19 countries

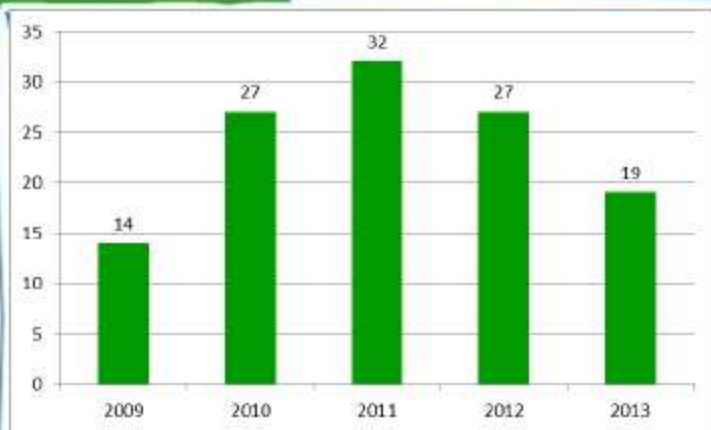
34 EWWR

Coordinators

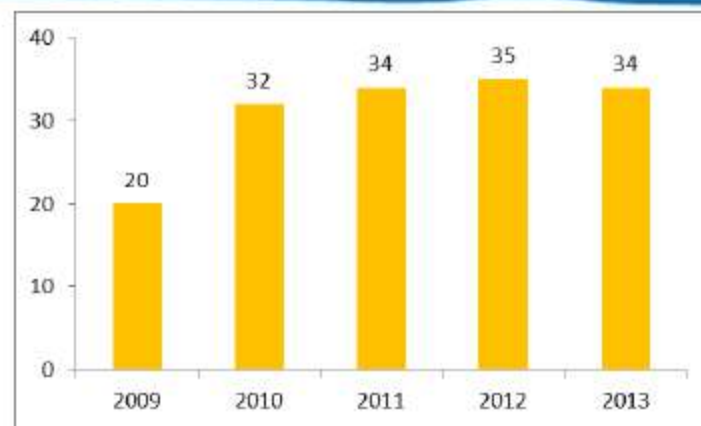




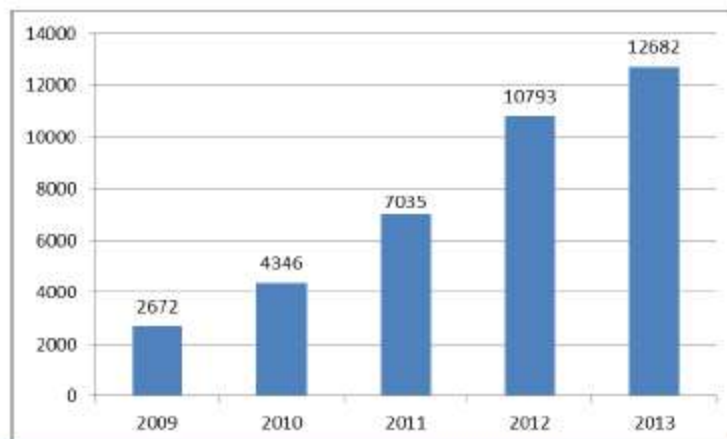
Comparison with previous years



Countries



EWWR Coordinators



EWWR actions





The new EWWR

www.ewwr.eu

Old:

EWWR Life+

2009 -2012

New:

EWWR Life+

2013 -2017

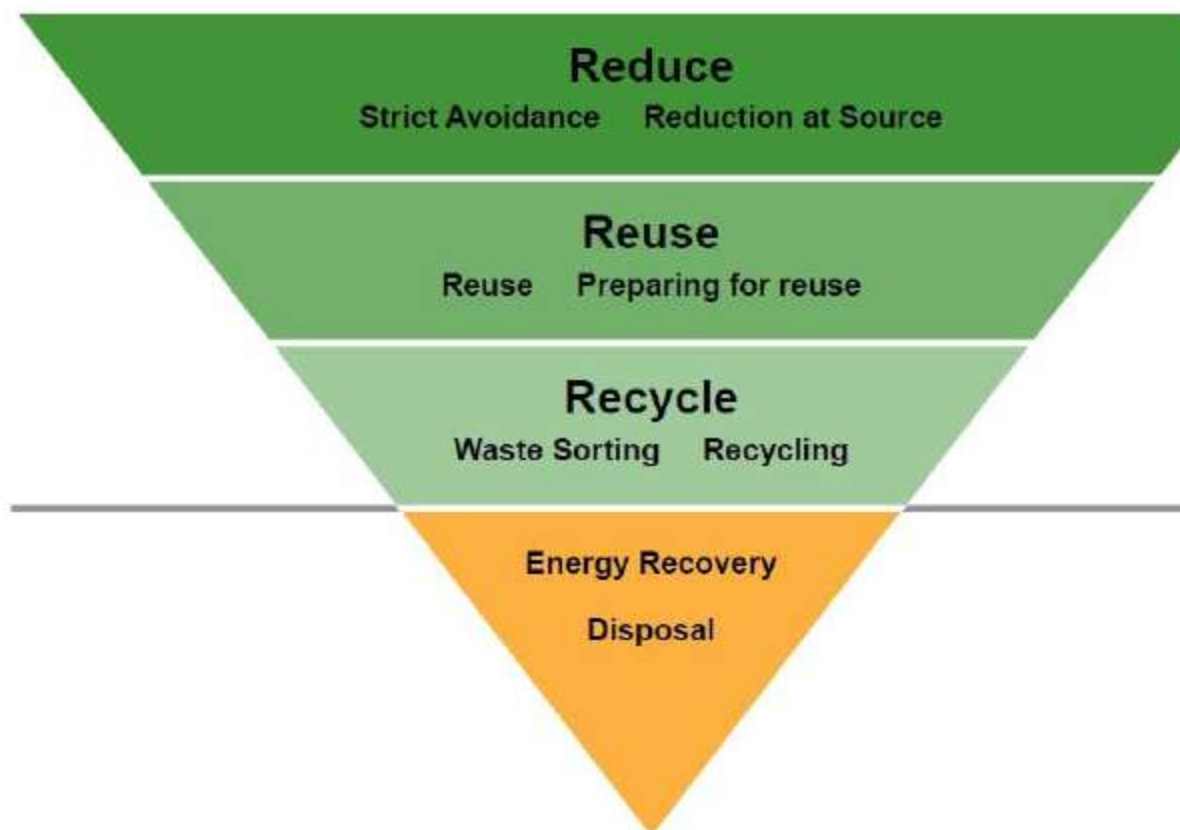




www.ewwr.eu

Life+ EWWR 2013-2017:

Thematic extension





Let's Clean Up Europe!

2014

www.ewwr.eu



10 May 2014



>3200

clean-ups!

www.letscleanupeurope.eu





www.ewwr.eu

Communication tools

targeted to specific audiences

*Administrations
& NGOs*

Businesses

Schools

Citizens





www.ewwr.eu

Other elements

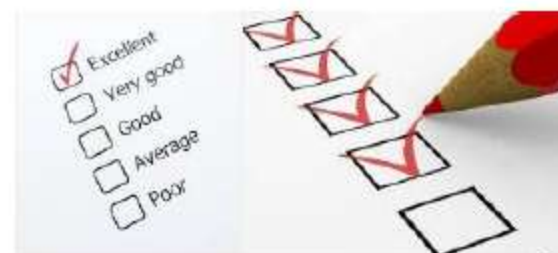


Conferences

Awards



Trainings



Evaluation & reporting





Prevention Thematic Days

2013: Reuse

www.ewwr.eu

2525 reuse actions





2014

Prevention Thematic Day 2013 | Reuse / repair

Prevention Thematic Day 2013 | Reuse repair

16 - 24 November 2013
www.eawt.eu



www.ewwr.eu

Thank you!

European Week for Waste Reduction

22-30 November 2014

contact@ewwr.eu

www.ewwr.eu



A background image of a tea plant with green leaves and yellow buds is visible on the right side of the slide.

Workshop B

Quantifying food waste and its environmental impact across the supply chain

Sophie Easteal, WRAP

Overview

- Summary main research methods used
- Plans for guidance & standardisation
- Determining environmental impact

Detailed waste compositional analysis

- Focused on food and drink
- High level of detail
- LA-collected
- Sample reflected UK collection systems
- Accompanying questionnaire



Synthesis of food waste compositional data 2012



- Collated info from local authorities
- Combined with UK WasteDataFlow
- Obtained estimate of waste in streams collected by LAs

Kitchen Diaries

- Households recorded food waste for a week
- All disposal routes included
- Some under-reporting



Surveys



- Consistent approach to terms & categories
- Sample of a sector
- Scaled up

Questionnaires

- Volumes
- Value
- 'Remembered'





Nutrition gap

- Production volumes
- Import / export
- Consumption volumes

Key considerations

- Data & information required
- Level of expertise required to use the approach
- Range of costs
- Possible pitfalls e.g. sampling / measurement technique
- Sources of uncertainty

Developing guidance



WORLD
RESOURCES
INSTITUTE



Goal - To improve consistency

FUSIONS reviewing existing datasets



Estimating the environmental impact of food waste

Keith James

28th May 2014

Background

What is the impact of food waste prevention?



- Environmental impacts of food studies for a long time.
- Most studies focus on global warming potential.
- Most studies do not describe the approach to supply chain and household waste.

Complimentary activity

Reducing food waste by households and in retail in the EU

A prioritisation using economic, land use and food security impacts



POLFREE

POLICY OPTIONS FOR A
RESOURCE EFFICIENT ECONOMY



DYNAMIX



Reducing food waste through social innovation



Approach

- Consider indicator products comprising a high degree of consumption of different categories of food:
- **Tomatoes, Potatoes, Apples, Beef, Pork, Wild caught fish, Bread, Milk**
- The agreed functional unit for FUSIONS is: **1 kg product eaten by the consumer.**
- Quantify waste at life cycle stages



Top Down and Bottom Up

Agriculture

Fertiliser Manufacture

Food Net Trade

Food Manufacturing

Packaging

Transport (EU supply chain)

Transport (overseas)

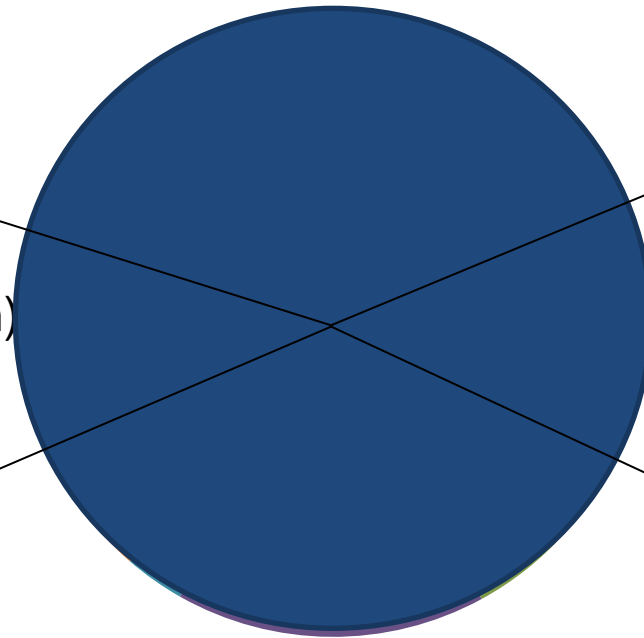
Transport (consumer)

Retail

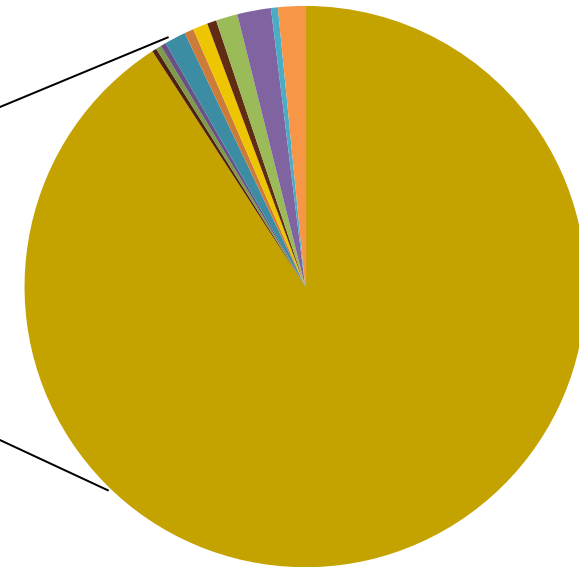
Home Related

Catering

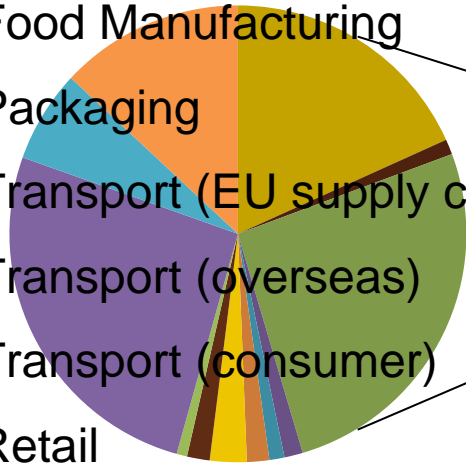
Disposal emissions



EU Average



Product 2



Product 1



Reducing food waste through social innovation



Timetable

Collect data October 2014

Fill data gaps and undertake impact assessment by December 2014

Check representativeness and compare to average February 2015

Carry out scenario analysis (TBC)

Review May 2015

Finalise report July 2015.



Discussion

Please share your experience of estimating food waste

Some prompts...

- What are the challenges related to the various methods of collecting & estimating food waste?
- Who do you think should be the audience for the quantification manual?
- What guidance would you like to help quantify food waste?



Reducing food waste through social innovation





West London Waste
Let's be resourceful



Delivering impact in West London

Cat Sheppard

Let's Get Cooking

Regional Manager - London





Background to Let's Get Cooking



- Set up & trained over 5,000 cookery clubs across 9 regions of England
- Reached nearly 3 million beneficiaries in 5 years
- 58% participants report eating a healthier diet
- 98% participants report using new cooking skills again at home





Let's Get Cooking & West London Waste Authority



Aim of the partnership was to add a vital practical support element to this campaign and West London Waste's Waste Prevention Strategy, through setting up, training and supporting community cooking clubs that would give participants the skills and understanding to reduce their food waste.

- Change of focus during training to reducing food waste
- Work across WLWA six London boroughs
- Target people whose lives are at a change point (Home-leavers and New mums)
- Activity/Recipe pack developed focusing on use of leftovers, smart shopping, and basic cooking skills
- Training designed with Love Food Hate Waste to give club leaders confidence to run basic cooking sessions





Format of project

West London Waste
Let's be resourceful



- Recruit volunteers from local organisations to run cooking sessions
- 2 day Demonstrator Training for 2 participants from each club
- £300 funding for each club
- One years access to LGC trainers and LGC website
- 1 day Follow up training (six months later)
- Quarterly updates and a final end of year report to WLWA

SCHOOL
FOOD TRUST

CHILDREN'S
FOOD TRUST
Eat Better Do Better



Evaluation?



Measuring food waste??

- Possibly the only way to get a true picture of any reductions made...
- Prohibitively expensive
- Lack of human resources both with West London Waste and Let's Get Cooking
- Off-putting for families





Evaluation?



Solutions..

- General feedback from initial training events
- Feedback from follow up events
- Pre / Post training questionnaire (online)
- Collection of data via Let's Get Cooking website on numbers of cooking sessions, community events and families attending

Informal evaluation:

- Results of final celebration ice-breaker
- Results of "Golden Spoon Awards"





Feedback from Training Events



Rated 96.2% excellent/very good

Comments include:

- “Very good practical demonstrations. Clear and simple to apply”
- “It really demonstrated how to utilise leftovers and store cupboard ingredients”
- “Enjoyed every minute and have a better understanding of food hygiene, food waste and suitable recipes for early years”

Delegates have told us that the benefits of attending training include:

- “I don’t go shopping without a list and check my cupboards before buying ingredients”
- “I learn something new every time! Loved the ‘grow from waste’ ideas”
- “I have 90% less food waste at home”
- “I love seeing children’s confidence grow”





Pre/post training events questionnaire



43 people completed the survey.

35 of those completed it only once.

32 of those completed it before their first training event.

Eight people completed the baseline and the follow up survey.

Of those eight people, five have changed their food habits since signing up to this course **(62%)**.

The overall score from the eight complete surveys was **+24**.

This meant each participant had made an **average of three improvements** to their shopping/cooking and eating habits since starting the course.

(From the questionnaire, we scored each answer +1 for an improvement, 0 if it had stayed the same and -1 if the answer was worse)





Celebration event ice-breaker



“What is the most significant change you have made in your own household regarding food waste since attending these training courses?”

- Using leftovers / checking the freezer / blend tomatoes / not shopping with son
- Freezing bananas when going brown and using them to make smoothies and cake
- Purée fruit and freeze / using long-life milk
- Freeze leftover meals
- Buy smaller loaves of bread
- More aware of food in fridge, finding recipes to use them so not thrown away
- Freezing chopped onions / making breadcrumbs from stale bread
- Cook big meal and eat it for a couple of days (batch cooking) / saving £5 a day!
- Stopped buying bagged salads / divided larger packs of meat into portion sizes / freeze leftovers
- Freezing / using leftovers to make lunch every day – saved a fortune
- Educated kids and husband on what is waste and what can be used for something else
- Keeping fruit in fridge / lists of what is in the freezer





Golden Spoon Awards



Held in October 2013 – cooking club coordinators were invited to apply via email, for any of the categories below:

- **Greatest number of participants** – Brentford Children's Centre, Hounslow
- **An outstanding contribution** – Maryam Shams, South Isleworth CC, Hounslow
- **Change for life** – Carla Sheridan from Orleans Park, Richmond





Results of project



- **164** people attended training events from **59** local organisations
- **282** cooking sessions have been run in to date with **1,407** people taking part in practical cooking
- **37** community events have been held in those boroughs with **3,152** people attending
- **6,117** beneficiaries have been reached, including those who have cooked at home
- **2,660** new cooking skills have been learnt at these sessions
- On average each person has made **3** improvements to their food waste habits since taking part in the programme
- WRAP also conducted an evaluation of work in West London which showed a **14%** decrease in food waste



What have we learned?

- That cooking club leaders were interested and able to pass on the messages we gave them, to the families they work with and report improving their own habits at home
- That most of the clubs have reported they have been running cooking sessions that are focused on budgeting, using up leftovers and basic cooking skills
- That, through the in-depth evaluation conducted by WRAP in West London during the period of our project, West London Waste have saved £8 for every £1 spent



Further information

West London Waste
Let's be resourceful



For more information on setting up
Let's Get Cooking clubs in your area
please contact us on:

cat.sheppard@childrensfoodtrust.org.uk

Phone: 07795 427 629

SCHOOL
FOOD TRUST

CHILDREN'S
FOOD TRUST
Eat Better Do Better



Gleaning Network EU







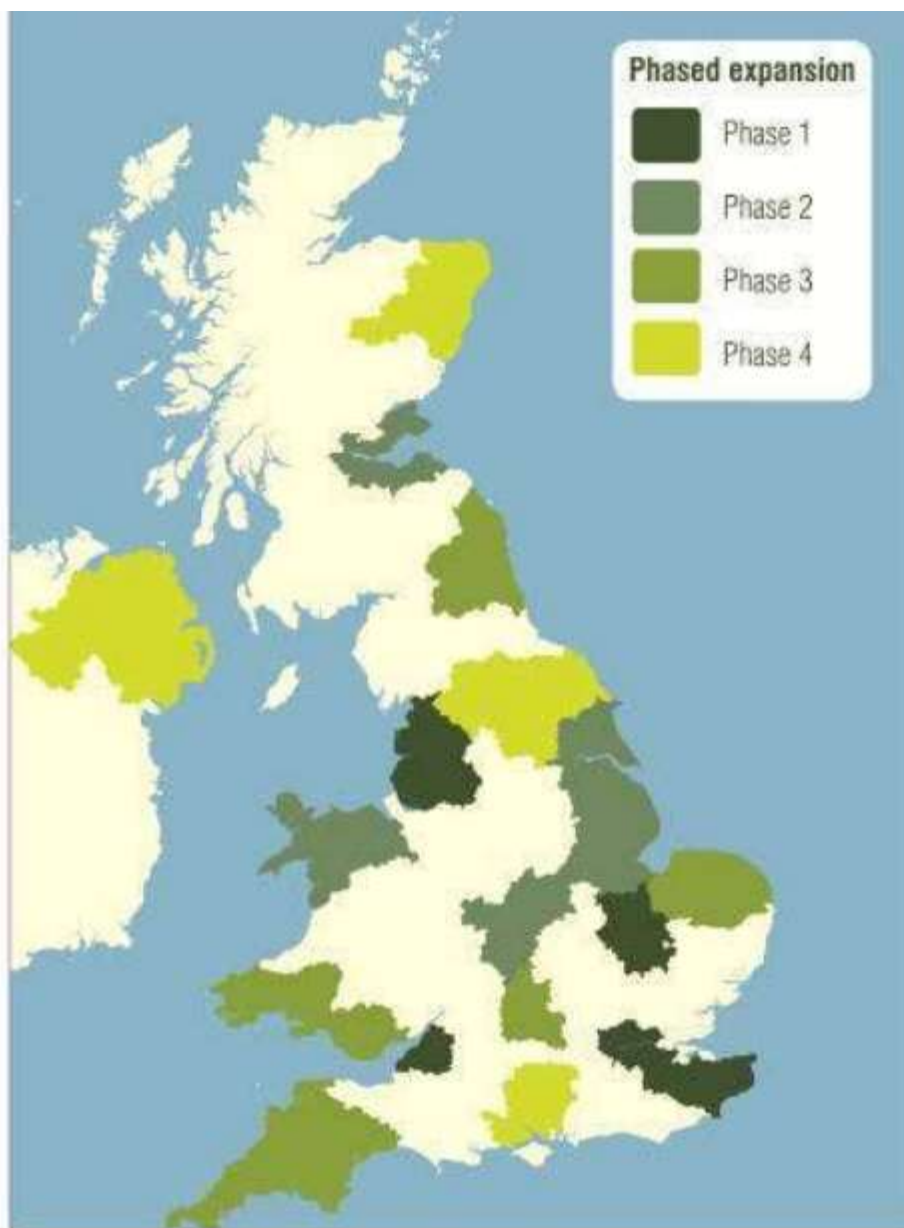














Gleaning Network EU will:

- Disseminate best practice & provide model for collaboration
- Help other countries set up their own gleaning networks by offering support and co-organising pilot gleaning days
- Online gleaning guide with case studies
- Working in France, Spain and Poland
- Also instigating networks in Netherlands, Belgium

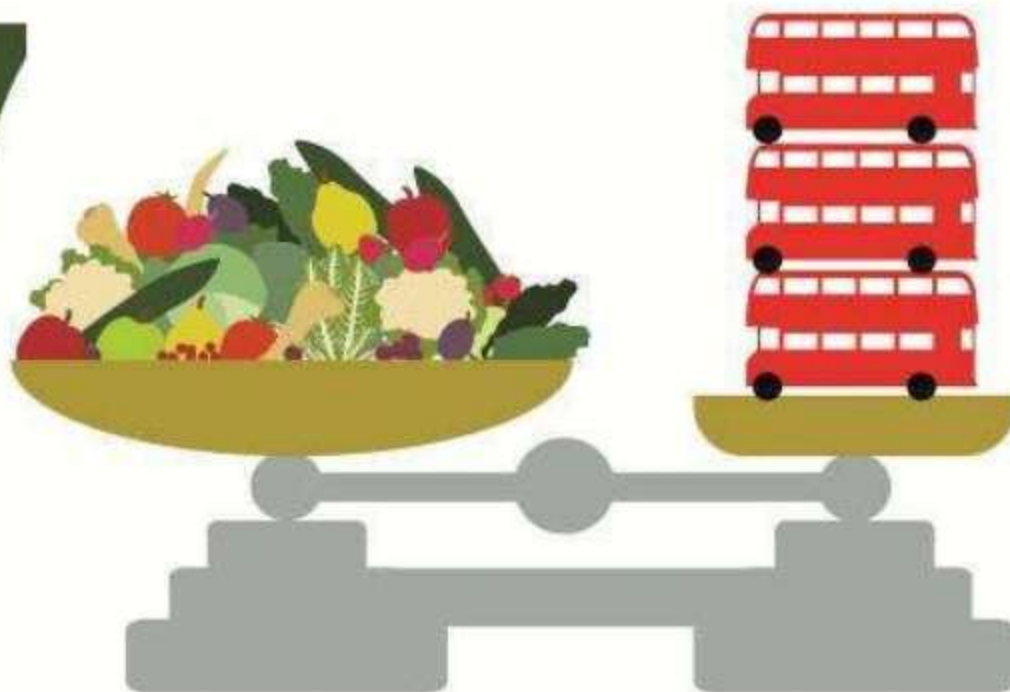


Evaluation metrics:

- Number of gleaning days
- Tonnes collected (establish baseline ie ploughed into field)
- Monetary value of produce
- Number of volunteers/volunteer hours
- Final use/beneficiaries
- Additional health and social benefits
- Match funding (time / financial) from project partners
- Media coverage / social media outreach



36.7
TONNES
of produce
gleaned



the
weight
of **3** **DOUBLE
DECKER
BUSES**

Figure 4. The value of the gleaned produce ¹¹



183,720 meals to beneficiaries

12 food redistribution depots in 6 UK counties

350 beneficiary charities

150,000 low income families customers of Company Shop



1200 volunteers from 6 regions in the UK
26% of them had never volunteered before
From school kids to university students to
professionals and elderly people



19 September 2013 Last updated at 02:20

How 'gleaners' are helping farmers target food waste

By Dr Kat Arney
Presenter, Costing the Earth

The issue of food waste has become a hot topic over recent years, with claims that up to half of the world's food is wasted on the journey from field to fork. The growing gleaning movement aims to make an impact in cutting crop waste by gathering unharvested crops in British fields.

I have fond childhood memories of going to the local "pick your own" farm, getting my hands and knees muddy while searching for the finest British summer fruits fresh from the field.



Top Stories



UK pledges Sri Lanka 'tough message'

Barclays plans to cut 1,700 jobs

US ship boosts Philippines relief

British ship to aid typhoon victims

Obama vows to fix health 'jumble'

Features



Wanted ad

A new utopian city far somewhere in the UK



The heir apparent

Prince Charles he was born



Home-made

The inside story

Environment Food

ENVIRONMENT BLOG

THE WORLD'S LEADING GREEN JOURNALISTS ON CLIMATE, ENERGY AND WILDLIFE



Previous

Blog home

Next

How can Britain tackle its mountain of food waste?

BBC Radio 4's Costing the Earth explores how small changes, from robots to berry picking, can add up to big improvements



Share 274

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Reddit

Share 8

Email

Posted by
Kat Arney
Tuesday 19 September
2013 11:43 BST
tagged in
Jump to comments
(41)

Article history

42 broadcast, print, online, and other news outlets, with media impressions (total circulation/audience) totalling at least 38,603,199 impressions

Methods:

- Weighing of produce
- Interviews with farmers to establish baseline
- Structured questionnaires with volunteers and beneficiary charities
- Qualitative interviews to understand wider benefits - and capture good stories!





Some feedback from beneficiaries and givers

What have you gained from your gleaning experience?

"A plum cake that is in the oven as I write this. And I feel like I have now broken the ice with volunteering to do more things and not be afraid of it!"

– Volunteer, plum gleaning

"The highlights were both the social element (doing something good with a group of people), and the personal/wildlife element (doing something physical in the outdoors, interacting with plant life). I couldn't choose which I loved more!"

– Volunteer, plum and apple gleaning

"There's always plenty of food, the food's always good, the food's always hot. Cooked...and sometimes you might get a bit of fruit or a little bit of salad or something, you know"

– Beneficiary at homelessness charity, via NatCen Social Research Agency⁹

"Most children I know can never have 5 a day, far too expensive. It was good to see all the children in my family (8) tuck into gorgeous veg."

– A parent at the Manchester school who received free cauliflowers and cabbages from Gleaning Network UK – via FareShare Manchester



- **Establish baseline** - What would have happened in the absence of your project?
- **Choose indicators wisely** – metrics that are credible & proportionate

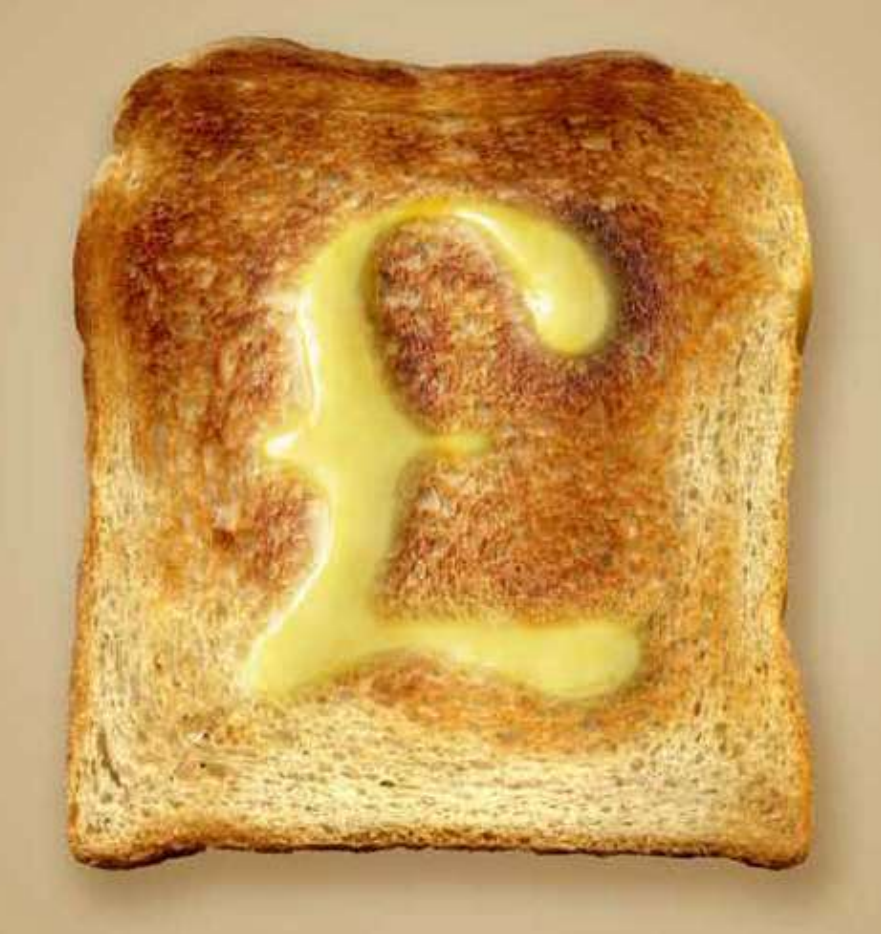




Join the Glean Revolution!

niki@feeding5k.org

**Niki Charalampopoulou
Managing Director, Feeding the 5000**



Delivering and Evaluating the Love Food Hate Waste campaign in West London

Sarah Ellis
Waste Minimisation Coordinator
WLWA



West London Waste
Let's be resourceful

A bit about WLWA



- Established on 1 January 1986 to undertake the waste disposal functions set out in the Waste Regulation and Disposal (Authorities) Order 1985
- Constituent boroughs have population of 1.6m
- Approx 600,000 households
- 657,000 tonnes of waste arisings in 2012/13

What we did

- A waste composition analysis and door to door attitudinal survey
- Then approx. £66,000 spent on advertising and the equivalent of 2.5 FTE people using a mix of activities
- Followed up by a second composition analysis and survey



West London Waste
Let's be resourceful

The Finances

- £420,194 was spent in London during 2012/13
- London wide advertising and PR, in line with national themes (£93,891)
- Local – Borough led, community engagement and volunteer activity (£176,300 funding to Boroughs; £146,000 spent on Volunteer Coordinators)

Spend in West London

- Wrap calculated our proportion of the London wide spend at £96,103
- WLWA financial input approx £72,369 based on staff time and £15,000 of project funding (Funding per HH £0.12)
- Giving a total of £168,472 (Funding per HH £0.28) plus the monitoring and evaluation money

Waste Composition

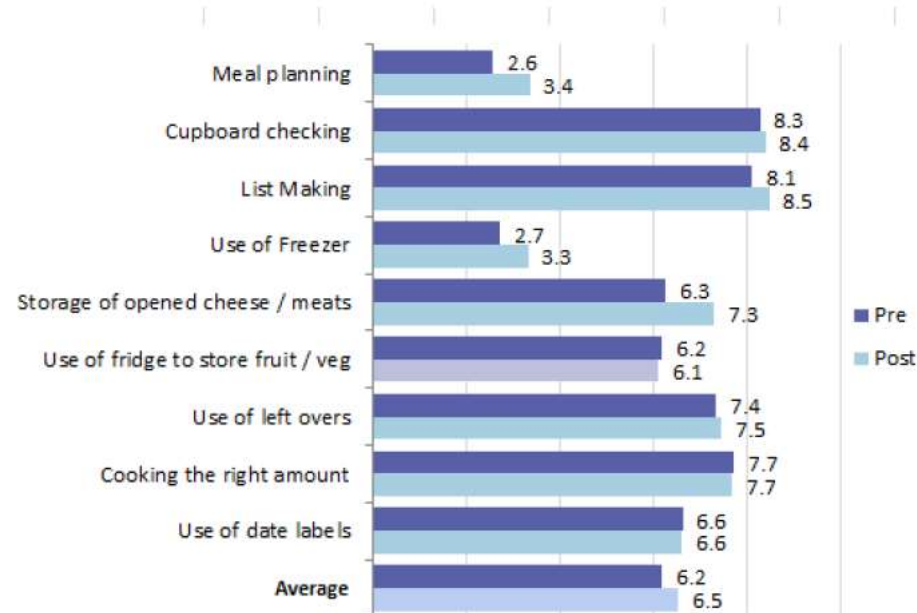
- **Overall reduction** in food waste of 0.4kg/hh/wk – 12,350 tonnes a year
- **Avoidable** food waste decreased by **14% - 5,250 tonnes per annum** (20,000 tonnes of CO₂e)
- **43%** reduction in avoidable food waste for households who were aware of the campaign and claimed to be doing something different as a result
- A sample that was representative of the whole area was collected



Food waste behaviours

- Behavioural score increased from 6.2 pre campaign to 6.5 post campaign – **indicating positive behaviour change**
- Largest changes in behaviour linked to meal planning, list making, and parts of the savvy storage messages

Figure 2: Summary of Behavioural Scorecard



What difference has this made?

During the budget setting process for 2014/15 we were able to use the Wrap report data to justify increased activities

The results of the attitudinal survey are influencing what we talk to people about, in 2014/15 we're focusing our messages on storage and planning

Year	Budget	Staff	Events	People spoken to
2011/12	£66.5k	1 FTE	6*	1309*
2012/13	£58k	3 FTE	71	3178
2013/14	£39k	3 FTE	80	3576
2014/15	£100k	3.5 FTE	-	-

*partial data only

In a perfect world...

- Quantifiable measures that are fully justified and easy to collect data for
- Consistency
- Waste composition would be widely understood and be viewed as a cost saving tool rather than an intrusive one
- Monitoring and evaluation is more affordable



Contact details

If you want to know more about what WLWA do to spread LFHW messages or the campaign please get in touch –

sarahellis@westlondonwaste.gov.uk

020 8814 9801

www.westlondonwaste.gov.uk

@WestLondonWaste

FoodBattle: consumer interaction



FUSIONS Regional Platform Meeting NWE

London, 28th of May 2014 Hilke Bos-Brouwers



FOOD & BIOBASED RESEARCH
WAGENINGEN UR

Reducing food waste in households



Average food waste at household level in the Netherlands:
50 kg/cap.yr valued at € 150,-



FOOD & BIOBASED RESEARCH
WAGENINGEN UR



Social innovation piloting project



=

- Social group participation
- Communication & education
- 3 week FoodBattle diary (*online*)
- Behavioural & evaluation questionnaires
- Personalised performance feedback

Supported by FUSIONS Members:



Ministerie van Infrastructuur en Milieu



Ministerie van Economische Zaken



FOOD & BIOBASED RESEARCH
WAGENINGEN UR

1st Pilot: Berkel Milieu & Circulus

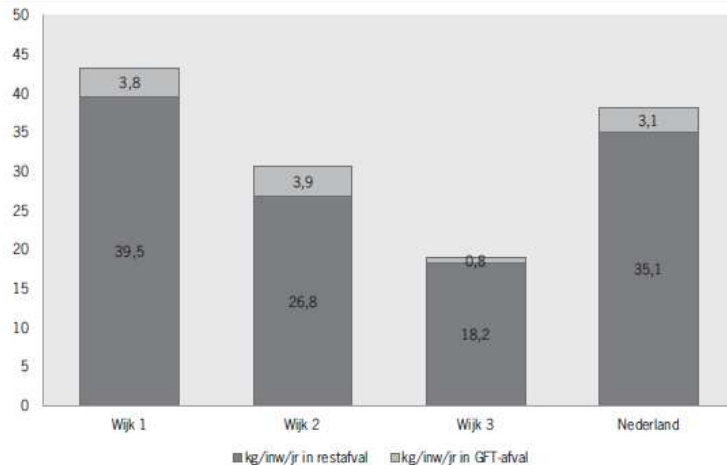


October
2012



65 Households reduced their food waste by 20%

Grafiek 4.1. Omvang vermijdbaar voedselverlies in huishoudelijk afval



2nd Pilot: vrouwen van nu

February – March 2014

500 Members, > 1200 participants

- - 30% in three weeks
- From 11 kg/cap.yr to 7.5 kg/cap.yr
- Hundreds of tips were shared among the Members
- Fitting in the Vrouwen van Nu theme of Sustainable Food



Follow up by autumn 2014

- 27 October – 16 November 2014 new Battle period
- 4 initiators: 1000s of participants



Follow up in Europe

Interested?

We are developing the possibilities to share & initiate European FoodBattles

Join us!

foodbattle@wur.nl

Discussion

Please share your experience of evaluation

Some prompts...

- Why is evaluation important to you?
- What barriers do you face when evaluating your initiatives?
- How have these been overcome?
- How will you improve your evaluation activities in the future?



Reducing food waste through social innovation



DISCO BÔCÔ

Northwest Regional Meeting
FUSIONS & Love Food Hate Waste
London 28 May 2014





The Disco Soup community has been created to fight against waste, show how it is to recycle food, and enjoy music in a convivial setting by showcasing discarded, rejected and unsold fruits and vegetables.

In 2 years.....

- > **200** Disco Soupes
- > **80 000** free lunches distributed
- > **75** cities
- > **500** volunteers





DISCO BÔCÔ



Disco BôCô aims to organise collaborative and festive events to bring people together to cook and preserve discarded fruits and vegetables.

The project mobilises local communities to connect and make use of food surplus by developing domestic preservation skills.





DISCO BÔCÔ OBJECTIVES



1. Connect citizens and existing communities to local sources of food waste and develop a short-cut approach for unsold fruits and vegetables transformation.
2. (re)Create food preservation know-how as practiced by previous generations and adapt it to a new urban context.
3. Create conviviality and promote food craft skills to foster social cohesion (community links and intergenerational exchanges).
4. Give people the means to actively contribute to their individual food security and increase their well-being by gaining access to affordable, adequate, nutritious and safe “eat real” food.





How do we organise DISCO BÔCÔ?

4 KEY RESPONSABILITIES:



THE COOK

Defining the recipes.
Cooking, Picking.



THE JAR KEEPER

Sterilisation of jars,
Pouring.



THE ARTIST

DIY workshop,
decoration of labels
and jars



THE PRECOCIOUS

Hygiene standards



1. COLLECT LOCALLY DISCARDED FRUITS AND VEGETABLES
2. COLLECT LOCALLY EMPTY GLASS JARS
3. COLLECT SECOND HAND CLOTH AND PRINT THE LABELS



4. WASH AND STERILISE THE JARS
Jars are hand washed and then sterilised inside a sterilizer.
5. WASH THE COLLECTED FRUITS AND VEGETABLES



6. DECIDE ALL TOGETHER THE RECIPES YOU WANT TO COOK
- The objective is to value the participant's culinary know-how, talents and creativity.



7. PICK IN A FESTIVE ATMOSPHERE AND WITH MUSIC
- The picking is organised according to the recipes and meets good hygiene standards ensuring, for example a forward progression of products in successive production operations.



8. COOK AND SEASON
- Picked fruits and vegetables are thrown into big cauldrons and seasoned according to the chosen recipe.



9. EMBELLISH YOUR JAR
- During the cooking, a DIY creativity workshop is held for the participant to decorate the labels that will give some style to the pots.



10. POUR INTO POTS
- Preparation are poured into pots.
- Labels are stuck on the pots.

11. EVERY PARTICIPANT GOES BACK HOME WITH IT'S DISCO BÔCÔs

DISCO BÔCÔ

@ OUI SHARE FEST
7TH MAY



Since January, 10 DISCO BÔCÔ sessions have been organised



Where do we organise DISCO BÔCÔ?



> SOCIAL RESIDENCES

> SOCIAL CENTRES

People in need : jobless
immigrants, undocumented
persons, people living in the
streets



> FESTIVALS, EVENTS

Participants of festivals
and events with a focus on
green economy,
sustainability, etc.



> COWORKING SPACES

Workers with a sensibility
to collaborative society.

> FIRMS, COMPANIES

Employees: team building,
raising awareness on food



Nature waste
& Découvertes

> FARMS

> Community-supported agriculture networks

Gleaning activities, Bringing
farmers and consumers together



DISCO BôCô

Inside social residences



Since January, 6 DISCO BOCÔ sessions have been organised inside social residences





DISCO BÔCÔ

DIFFUSION & REPLICATION

> Replication depends on :



1. Disco Soupe's wide community
2. Open-source Disco Bôcô methodology
3. Communication on Disco Bôcô
4. Building and leading a collaborative community of individuals committed to combating food waste by preserving discarded f&v.
5. Partnerships





DISCO BÔCÔ's SECURED PARTNERS



MONOPRIX

Collect discarded
fruits and
vegetables locally



Charity
organisations
networks



Feasibility study.
Human and material
resources



Gleaning network
Reseau de Glanage

île de France

Economic support
from the Ile-de-
France Region.
Social impact



Food activists,
cooks and
peasants network



World leader in
small household
equipment.
Material support



S o c i a l
entrepreneurs
network



DISCO BÔCÔ

PRESERVING UNHAVERSTED FRUITS
AND VEGETABLES COLLECTED ON
FARMER'S FIELD



FARMERS



VOLUNTEERS



**COMMUNITY SUPPORTED
AGRICULTURE NETWORKS**



**JAR
PRODUCERS**



DISCO BÔCÔ



discoboco@gmail.com



European Week for Waste Reduction Northern Ireland 2013

Danielle McCormick
Local Partnership Advisor, NI

Outline:

- NI's EWWR Campaign 2014: general overview
- Partners & actions
- Activities
- Campaign evaluation
- Future planning?!

And the theme?...

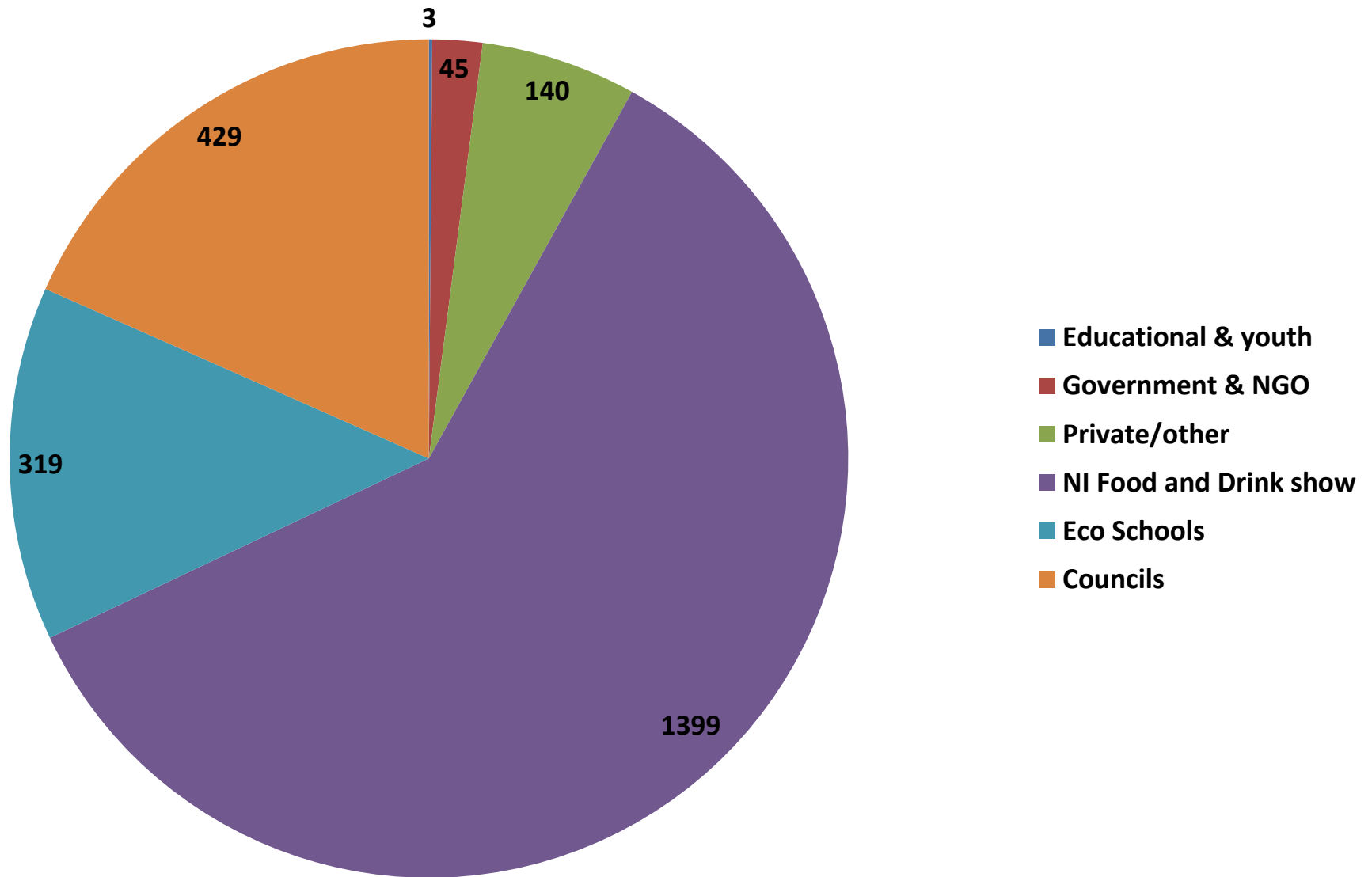


The result? 2nd Place in Europe...

2,335 actions pledged!

- Of these:
 - Just under 2,100 were LFHW themed
 - Almost 2,000 of which were public facing
 - 1,399 were derived from the NI Food and Drink Show

Partners & actions



Activities: NI Food and Drink Show



Partner LFHW events held

- Approx 70 outward facing/public engagement initiatives



EWWR/LFHW roadshow



Too Good Too Waste

- Another excellent EWWR/LFHW awareness raising opportunity:
 - LFHW exhibition stand
 - Food waste facts on tables
 - Students participated in meal planning & wore LFHW aprons
 - Tips & recipes on lunch tables
 - LFHW related pledges during lunch break



Campaign Evaluation:

- Number of pledges
- Partners engaged
- Media coverage & OTS/OTH
- People engaged
- Website hits
- Added value received from partners
- Expenditure v's impact

Overall coverage:

**'Love Food Hate Waste' during
European Waste Reduction Week**

- **LEAD UP**

- NI Food and Drink Show blog, newsletter, magazine pieces
- BITC Newsletter
- Invest NI (website & social media)

- **DURING**

- Most LA's issued at least 1 release
- Recorded a minimum of 30 articles in press (approx circulation of 50,000 min)
- Social media – Invest NI, Rethink, WRAP, LFHW, partners
- Radio roadshow



And the result....?!

- We smashed all records for the NI LFHW website with a huge 7,290 unique visitors in November!!

	NI LFHW website hits
September -13	1,345
October – 13	3,497
November - 13	7,290

And in conclusion:

- EWWR was a fantastic vehicle in helping to drive the food waste message out into the public arena
- We generated a fantastic level of awareness & interest with the public
- We developed a wide range of valuable partnerships that helped keep the momentum going!



And the future?:

- Delivery of EWWR 2014 as a more integrated partnership opportunity
- Developing a phase 2 approach: Engagement!
- Hoping to look at a replicable model for a large event in 4 towns/cities in NI aimed at engaging and enabling a wide range of partners and community representatives to participate
- Keen to monitor direct engagement opportunities rather than figures

Thank you

Danielle McCormick

www.lovefoodhatewaste.com

www.facebook.com/LoveFoodHateWasteCommunity

Twitter: @lfhw_uk

www.ewwr.eu

Cross-sector support for community action:
The Hollingreen Project

Vera Zakharov

Brighton & Hove Food Partnership



What is Hollingreen?



Hollingdean, as seen from Wild Park
Photo by Tony Mould

- Community action group tackling waste
- Result of community consultation
- Council & 3rd sector-facilitated, resident-led
- Supported by local businesses, schools, others



Who is Hollingreen?



Local waste-busting resident

- Local residents
- Council/CityClean
- Trust for Developing Communities
- Brighton & Hove Food Partnership
- Area schools and community projects



Why Hollingreen?



- Residents can't tackle local issues without **support, advice, funding**
- Council can't gain **trust** and **improve services** alone
- Organisations can't be **everywhere at once**
- Community cohesion can't happen without **loyalty** and **commitment of time**

Local residents at first “Speakers Corner”-style meeting



What's next?



Volunteers cleaning up local woodland

- Bring in local supermarket community liaisons
- Support from local businesses & enterprises
- Local artists & creators to lead projects in schools
- Citywide recognition of local community heroes
- Partnerships that build trust and shared agendas



Thank you!

Vera Zakharov

vera@bhfood.org.uk

[@verushka](#)



Discussion

Please share your experience of partnership working

Some prompts...

- How are partnerships started & sustained?
- Which organisations work best as partners?
- What would facilitate more / improved partnership working?

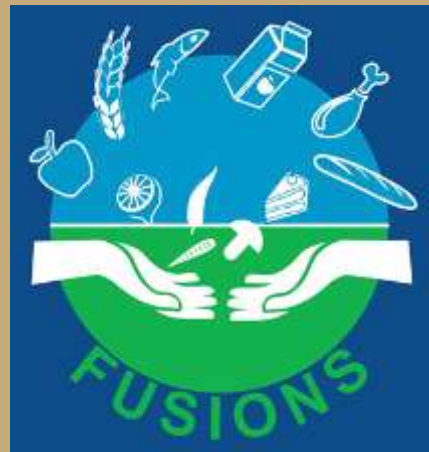


Reducing food waste through social innovation



Thank you!

Please give us your
feedback!



@LFHW_UK
@EU_FUSIONS