

Zero waste lunch



Organising a zero waste lunch is an innovative idea to show all participants how to change their daily behaviours in a way that substantially reduces the amount of packaging waste they produce. At a zero waste lunch the objective is to significantly reduce, and eventually completely eliminate, the amount of waste that we send to energy recovery or disposal¹.

Zero waste lunches can be organised by anyone and can target all different kinds of audiences: school children, citizens, employees, or others. The principle stays the same: Zero waste lunches mean having a lunch with **zero packaging waste and zero food waste**. This requires adequate planning as well as having the right tools available.

Of course, a zero waste lunch can be easily transformed in a zero waste dinner or picnic.

Objectives

- ▶ Make European citizens aware that actions to reduce packaging waste can be taken on a daily basis
- ▶ Raise awareness among European citizens about good habits for packaging and food waste reduction

What does it mean?

- ▶ An ideal Zero waste lunch means having a lunch with zero packaging waste and zero food waste.
 - Due to some circumstances this is not always possible. But it is important to start becoming aware about the packaging we use and how to avoid it as much as possible!
- ▶ There are different options for organising a zero waste lunch: all participants could prepare their own zero waste lunch at home and bring it, or all participants cook and prepare their zero waste meal together.

See More information section for tips and other guiding links

What you need

- ▶ A **location: at home, at the office, at school or wherever you can have a meal**
- ▶ **Information and communication material:** Advertise for your zero waste lunch activity by putting up promotional posters on strategic points or via other communication means. Inform the target group about the action by giving out information before the event. Get inspired by the EWWR [Tips to reduce packaging waste](#)
- ▶ The right **tools:** reusable lunchboxes, drink containers and cutlery; cloth napkins, food measurer if available

Preparing the action

Before the EWWR (at least one month beforehand)

- ▶ Decide on your target audience: Who do you want to reach with this zero waste lunch? School pupils, their parents and teachers? Your colleagues? The general public in your neighbourhood/town/city?
- ▶ Depending on your target audience: decide on the location of your action: Where you want to implement the zero waste lunch: In the school or business canteen? In the coffee room of your department? In the city hall? On a market? Or somewhere else?

¹ Other understandings of zero waste exist, but for this factsheet the above-mentioned description will be applied.



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- ▶ Prepare a [poster](#) to advertise for your zero waste lunch
- ▶ Prepare or get information material advising about the “do’s and don’ts” for the zero waste lunch. You can get inspired by our [Practical Guide on Zero Waste Lunch](#) and [Tips to reduce packaging waste](#)! Use social media or send the information via e-mail or print it and give it out to your target group
- ▶ *Option: Ahead of your zero waste lunch, participants could fill in our [Waste Diary](#) to evaluate how much they usually waste*
- ▶ Invite people to participate in your event

Pre-EWWR (one or two weeks beforehand)

- ▶ Enhance advertisement of your event, remind people about the event and invite them again to take part
- ▶ Give clear “do’s and don’ts” instructions to participants

Implementing the action = day of the action!

- ▶ Implement your zero waste lunch
- ▶ Use the event to inform about the problem and to give out tips and tricks to participants on how to reduce food and packaging waste in everyday life
- ▶ Take pictures and videos!
- ▶ *Option: If you have filled in the [Waste Diary](#), have a look at the results and discuss them together*
- ▶ In order to boost packaging and food waste prevention measures you could also set up a competition for your zero waste lunch, to see who of the participants produced the least food and packaging waste.
- ▶ Discuss together the tips you followed to avoid waste and discover new ideas!

Evaluation and feedback

After the EWWR

- ▶ **Give feedback to your Coordinator:** number of participants, amount of waste avoided, etc.
- ▶ **Send pictures and videos** of your action to your EWWR Coordinator
- ▶ Don’t forget about the participants and send them also the feedback, pictures and videos!
- ▶ **After a few weeks, have a chat with your participants** to see if the action had a long-term impact

More information

Information material

- [Practical guide for a Zero Waste Lunch](#)
- [Zero Waste Nerd](#) or [Zero Waste Chef](#)
- [WRAP Report: Consumer Attitudes to Food Waste and Food Packaging](#)
- [Food Ethics Council: Food Packaging Beyond Reduction](#)
- [Stop Food Waste](#)

Support documents: [Waste Diary](#) (to fill in) – [Waste Diary](#) (to print)

[Tips to reduce packaging waste](#)

Case studies

- [Less waste, thanks to me/Minder afval, dankzij mij](#)(NL)
- [Réduisons les emballages de nos goûters \(Let us reduce the packagings of our snacks\)](#)(FR)
- [0 Waste lunch](#)(FR)

European Week for Waste Reduction: www.ewwr.eu contact@ewwr.eu [Facebook](#) [Twitter](#)



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