



EWWR good practices and case studies

The Gift of Waste

1. Details of Action:

Coordinators: EWWR Secretariat

Action Developers: NORTH LONDON WASTE AUTHORITY

Name of nominated action: The Gift of Waste

Town: Barnet, Camden, Enfield, Hackney, Haringey, Islington, Waltham Forest

Region: North London

Country: UK

Website: <http://www.wiseuptowaste.org.uk/>

Nominee category: Administration/Public Authority

Dates of action: 21/11/2015 – 29/11/2015

2. Action's theme:

- Reduce – Strict avoidance and reduction at source
- Reuse – Preparing for reuse and reuse
- Recycle – Waste sorting and Recycling
- Let's Clean Up Europe!

3. Action related to the Prevention Thematic Days 2015: Dematerialisation, Doing more with less?

- Yes
- No

4. Description of the nominated action:

The Gift of Waste activity was delivered in partnership with environmental charity Hubbub and consisted of three separate elements, taken place during the EWWR and consisting of the following elements:

1. Food Ethnographic study: Anthropologists visited a number of north London households to understand their culinary waste reduction practices such as preserving techniques, or using unusual parts of an animal/vegetable. The work will result in an ethnographic summary of the findings along with a collection of over ten recipes that will be included in an updated edition of the [North London Food Lovers' Cookbook](#). The recipes can relate to any waste or spoilage preventing practice, such as:

- Preserving methods such as pickling, fermenting, salting, curing, smoking, brining, making chutneys, jams, jellies and preserves
- Using unusual parts of animal or vegetable, such as offal parts, stalks or leaves
- Ways of cooking that make foods perish less quickly
- Novel ways of using up leftovers (although the above recipe options are preferable)

Areas covered will relate to many or all of the following:

- Culinary heritage, where does the individual draw their influences from, how do their surroundings impact



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upon this

- Culinary confidence within the household, who cooks, to what level and how frequently
- Budgeting and the relation between food waste and £
- Meal planning decisions
- How are judgements made and shared, if at all
- Methods of preserving foods
- Methods of disposing of foods
- Possible stigmas to do with waste

2. The Empathy Museum: The second part of this EWWR action consisted in The Empathy Museum presenting the 'Human Library' of 20 'Living Books' chosen from throughout the food industry from farm to fork, focusing on supply, demand and waste. NLWA is working with [Hubbub](#) and the [Empathy Museum](#) to explore our relationship with food, its abundance and its wastage, in the widest possible sense. On the 28th of November they have opened the doors to the Human Library of Food at the Brunei Gallery at SOAS Campus. Curated by the Empathy Museum, the Human Library of Food contains a unique collection of human "books", each representing a different stage of our food's journey from the plot to the plate, and beyond. During three half an hour sessions visitors had the chance to "speed date" with butchers, foragers, chefs, volunteers and many more. At the end of the session, participants also had the time to "browse" the "Living Books".

3. Food Workshops. This took place in the run up of Christmas, perfect context to think about how to give thoughtful gifts without spending too much money or creating unnecessary waste. Preserved, pickled or fermented food makes perfect gifts for friends and family. From the 21st of November the NLWA celebrated the European Week for Waste Reduction by hosting a range of cooking sessions across North London. The sessions focused on different techniques on preserving food, including fermenting, jam making and pickling. The following took place:.

- Barnet: Mincemeat and Christmas pudding session;
- Camden: Chutney making session;
- Enfield: Lemon preservation session;
- Hackney: Fermenting session;
- Haringey: Pickle making session;
- Islington: Pickle making session;

Waltham Forest: Food preservation session.

5. Type of evaluation conducted and outcome of the evaluation:

- Number of visitors/participants
- Feedback from visitors/participants (willingness to change their behaviour)
- Quantity of waste avoided/collected
- Amount of CO2 avoided
- Other indicators

Feedback from visitors/participants

Once the Gift of Waste is completed, a report will be produced based on the measurement framework developed at the start of the project which includes quantitative and qualitative



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measurements. The project will also be presented at the annual NLWA waste prevention conference in February 2016 and will also be showcased in partnership with national and trade press.

Qualitative indicators will be measured through questionnaires and comment forms shared during or after the events. The following will be measured:

- Quantity of food that has been diverted and used for each event.
- Evaluation forms
- track the social media and media reach of the communications
- Number of people reached with the event messaging.
- Number of people participation in workshops.
- Number of people new to the issues around waste prevention discussed.
- Number of people who would go on to replicate the actions of the day or share with others.

Estimated direct participation is 1,200 residents and indirect engagement includes presumed significant reach of 5,000 households. It is estimated that 2.8 tonnes of waste will be directly diverted and a further 2.93 tonnes will be diverted indirectly.

6. Reasons why the action has been selected for the EWWR 2014 Awards:

a) Visibility and communicational aspects

The action envisages a good dissemination of findings, such as recipes to be included in the [North London Food Lovers' Cookbook](#) and in the [Gift of Waste 10 recipes cookbook](#). NLWA also reached many people and different targets, as events went from University gatherings to cooking sessions.

b) Quality of content and focus on waste reduction, products reuse or materials recycling

The action covered food waste prevention in a very comprehensive way as it envisaged awareness raising, different actions, various in their targets and a valuable follow-up (report). It covered the topic of food waste prevention from its roots, considering our cultural habits, to some practical suggestions (cookbook).

a) Originality and exemplarity

The Gift of Waste is an original project that was developed specifically for the EWWR and it is the first time such project is delivered in the UK. The project has taken a fresh approach towards communicating waste issues via a series of inspiring and tangible events that are engaging for all. These events bring people together, enhance the community spirit, raise awareness of these vital issues and introduce new skills that people can use and in their turn teach others how to use. This project was developed in partnership with charity Hubbub, local organisations such as Made in Hackney and Rubies in the Rubble, local community groups, the Anthropology Department of UCL, chefs and nutritionists and academic staff. All partners provided expertise in



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different areas of waste reduction, were engaged throughout the project and actively promoted the Week to their networks. The messaging of the events will highlight that they are educational and fun community focused events which celebrate the cultural and culinary heritage of the area.

b) European reproducibility

This is a project that can be easily adapted in other regions, as it is not specific to an area and primarily requires partnership work with a variety of stakeholders, such as community groups, charities, educational establishments etc. This low cost activity is covered mainly by staff time as material required for delivery is minimal, and stakeholder engagement. Promotion via online and social media is recommended due to low cost and wide reach.

c) Lasting impact

The legacy of the project will be expressed in a variety of ways. The cookbook that will be produced will provide inspiration in the years to come and the recipes will be incorporated in a new edition of the North London Food Lovers' Cookbook. The recipes of the Gift of Waste workshop will also be available online and inspire people to try them during Christmas so that they produce home-made presents for friends and family. It is expected that people that attended these unique events will be promoting the food waste reduction message to friends and family and this cascading effect will be long lasting.

d) Motivation

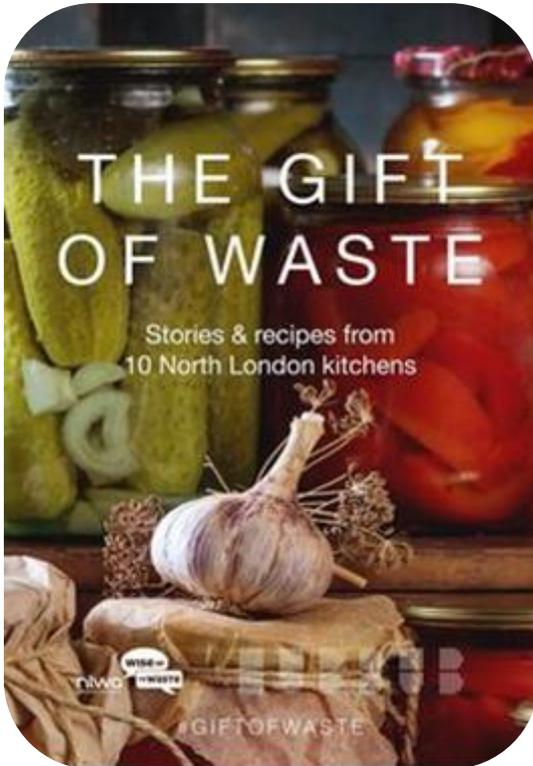
The project is hoping to motivate people via the fresh approach that has taken towards communicating and educating the public on waste prevention issues. The events are inspiring and interactive that can engage a wide part of the community as they are not targeted to specific demographics only but they are open to all. These tangible actions bring people together, raise awareness of these vital issues and introduce new skills. People have the opportunity to engage directly, but indirect engagement is also very strong as a lot of material was produced and was available to those that could not be present at events and workshops.



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Cookbook

The Human Library

