



# EWR good practices and case studies

## Food Waste - Appreciate Food instead of Throwing it Away!

### 1. Details of Action:

Coordinators: VKU e.V.

Action Developers: AWA Entsorgung GmbH

Name of nominated action: Food Waste - Appreciate Food instead of Throwing it Away!

Town: Eschweiler

Region: Nordrhein-Westfalen

Country: Germany

Website: [www.awa-gmbh.de](http://www.awa-gmbh.de)

Nominee [category](#): Administration/Public Authority

Dates of action: 24-28/11/2014

### 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 2014: Stop Food Waste:

- Yes
- No

### 4. Description of the nominated action:

AWA Entsorgung GmbH is part of the municipality of Eschweiler, and is responsible for the waste management of the region. AWA Entsorgung created an interactive exhibition about food waste: "Food Waste – Appreciate Food instead of Throwing it Away!" Numerous regional partners dealing with the topic supported the creation of the exhibition with exhibits or materials.

The EWR 2014, with the Prevention Thematic Days "Stop Food Waste", was an excellent opportunity to invite all citizens to learn more about how to avoid food waste. Therefore, the exhibition was placed in the local bank Sparkasse from 24th to 28th of November. In order to promote the exhibition and to reach as many citizens and journalists as possible, AWA Entsorgung organized a big cooking event in the city centre of Eschweiler on 26th of November with a guest: Wam Kat, a famous cooking activist.

The exhibition provides information about the extent and consequences of food waste, and gives tips on how that can be remedied. It conveys the facts, but also encourages several stations to join in: fill a refrigerator properly, weigh food portions, try party and residues planners, examine best before and use-by date on food.

With this exhibition, we address all citizens (i.e. 800.000 inhabitants) of the region Zweckverband Entsorgungsregion West. Municipalities and continuing education schools are invited to book the exhibition for free and get informative support from AWA Entsorgung GmbH during the exhibition days.

The promoting cooking event: On 11/26/2014 we cooked together with the action cook Wam Kat a vegetable soup from winter vegetables that were not suitable for sale. A local bakery sponsored stale bread from the day before. The action took place in the middle of the city of Eschweiler.



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A local school class voluntarily helped to cut and cook more than 70 kg of vegetables that would have gone to the trash bin.

The mayor of the town of Eschweiler, the AWA CEO and the manager of the local savings bank Sparkasse distributed the soup to passersby. About 250 portions of vegetable soup were given to the people of Eschweiler.

With this action AWA Entsorgung not only wanted to inform about the exhibition. We also wanted to draw attention to the food waste and show the citizens that food that is too old or do not meet the standards are, most of the time, still edible.

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

- Number of visitors/participants
- Feedback from visitors/participants
- Quantity of waste avoided/collected
- Amount of CO2 avoided
- Other indicators

During the EWWR around 500 People visited our exhibition. Many of the visitors indicated they would, from now on, rethink their food waste habits: change the consumer habits in the supermarkets and change the cooking habits at home.

A huge success for us is the fact that seven schools have booked our exhibition since the EWWR. For 3 days, around 6 classes per day visit our exhibition. Our pedagogical team gives attendance to the students and answers their questions. We continue evaluating the exhibition outcomes through feedback talks and an evaluation sheet for the students.

During the cooking event, we reached many citizens. We fed 250 people, who ate with us and discussed the topic actively. With our event we saved more than 70 kg of vegetables and much bread from the local bakery.

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

#### a) Visibility and communicational aspects:

The cooking action, in combination with the exhibition in Eschweiler, was a full success regarding raising awareness in the public and in the media. The local media was very interested in the actions and a journalist even called us in the office in Berlin to ask more about the EWWR.

Eschweiler produced several creative posters and also used the EWWR logo and flag to promote the action.

AWA Entsorgung managed to work with Wam Kat, who is a famous cooking activist. That was quiet hard for a small town like Eschweiler to realize an action with famous people such as Wam Kat, the mayor of the city and the chef of the local savings bank. It shows the importance of the EWWR for the city of Eschweiler.

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

The exhibition was created in a participative process, together with different local actors from the field of environment, waste management, ethics, economics and climate change. That makes sure that all aspects of food waste are highlighted in the exhibition and that all stakeholders are actively and constantly involved.



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The interactive character of the exhibition makes it easy, especially for young people and students, to deeply understand the core problems of food waste. It is great to show them directly how to change their behaviour in order to **avoid food waste**. The cooking action is an even better example for an integrating and participating **reuse** action.

### c) Originality and exemplarity:

The exhibition is original and innovative. It is also the only existing exhibition on food waste available to book without costs in the region. The participative aspect is innovative for students and young people. Complex problems are easier to understand when you learn how to make a change in your everyday life habits.

### d) European reproducibility:

AWA Entsorgung stressed out in their award registration, that they are willing to borrow the exhibition templates to schools from Belgium and the Netherlands. Due to their location close to the borders to Belgium and the Netherlands they are in frequent contact with these EU-countries through the external school network "eXploregio.net". This network can help to inform schools from the neighbour countries about the exhibition and the possibility to adapt it for their needs.

Further, cooking events in smaller cities can be organised through a network of motivated actors such as it was the case in Eschweiler, where not only the AWA Entsorgung was cooking but a network of people.

### e) Lasting impact:

The exhibition seems to have a strong lasting impact, as there are many interested schools that want to use it. Through the constant use of evaluation tools, it can be assured that the exhibition will be improved.

### f) Motivation:

The action was successful because it allowed people to gather and to discuss the problem of food waste while eating or cooking together or while exploring the exhibition. AWA Entsorgung told me that a lot of citizens are aware of the huge food waste problem and really want to make a change. That is why the actions were very motivating for people to really start making a change.



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**The Fridge game**

**Students weigh food as part of the interactive exhibition**



**Two girls make a food plan for themselves as part of the interactive exhibition**

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**“Zusammen Schnippeln” – Cutting veggies for the cooking action**

**The mayor of the town giving out soup to passersby**

