



# EWR good practices and case studies

weigh and think

## 1. Details of Action:

Coordinators: Catalan Waste Agency (Agència de Residus de Catalunya, ARC)

Action Developers: Campos Estela (Vallès de Serveis a Escoles, sl)

Name of nominated action: Pesa i Pensa / Weigh and think

Town: Rubí, Martorell and Piera

Region: Catalonia

Country: Spain

Website: [www.camposestela.com](http://www.camposestela.com)

Nominee category: Business/Industry

Dates of action: 22-30/11/2014

## 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:

A method to raise awareness and action against wasted food in schools and the generation of leftovers.

**Campos estela**, founded in Rubí in 1968, promotes healthy food habits in schools through good cooking, fresh, locally-sourced products and the highest guarantees of food safety. From its social commitment, it has the clear desire to become a daily mainstay in schools and also for families. Now it takes on the challenge of transforming time spent in the dining room into an experience, and of developing the special nature of the school's teaching project.

As part of its social responsibility project, for 5 years Campos Estela has distributed containers of leftover food to social organisations (Caritas Diocesana) for distribution to families in need, preventing it to be wasted.

The Pesa i Pensa (Weigh and Think) project sprang from an observation of the quantity of waste generated in school dining rooms, and so it aims to fight against food waste at school while at the same time it reduces the generation of organic waste. It is a matter of learning to manage the quantity of food according to the energy that is needed, an innate mechanism that means that from birth we are perfectly capable of regulating our appetite. This has a direct impact on improving health, making people think of a more balanced diet, and at the same time helping to reduce the quantity of organic waste that a school generates. Throwing away less food that can be used also reduces the impact and added costs of handling it, without involving any cost to the public authorities.



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The Pesa i Pensa method consists of the following steps: **separate, weigh, record, think** and **suggest**. Just after they have eaten, the children separate what is left in 4 different containers: light packaging waste (yogurt pots, etc.), organic waste (chicken bones, banana skins, etc.), wasted food (leftovers that they could have eaten) and water.

Then they weigh all the waste from the meals systematically and precisely under the supervision of a dining room monitor. The results are recorded on graphs and they become aware that letting food go to waste also means wasting the natural, human and technical resources that are needed to produce, transport and cook it. The pupils, the kitchen staff and teachers think about the waste that is generated, investigate the origin of what they have eaten and, when all the figures have been collected, they propose specific actions to fight against food waste.

During the European Week for Waste Reduction the following actions took place:

- Stand for presentation of the project at the big action: Gran Menjar de Recapte (Big Dinner), in Rubí on 22/11/2014. The project was presented to the town, with flyers and serving the people present with a recipe for fruit salad as a way of preventing food waste at home by using overripe fruit.
- Weigh and Think Action in 5 schools. One of the 5 schools had already been running the action for some time. The other 4 started with the project during that week.
- Publicising the action on the internet using local media and social networks.
- Sharing information about the action with the families of the children who took part.

### 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 (please specify):

#### Number of visitors/participants

- 950 children aged from 3 to 16
- 850 families
- 400 Rubí residents at the street action on 22.11.2014
- 5 schools with their teachers
- 65 Campos Estela workers

#### Quantity or waste avoided

The reduction in generation of wasted food was 0.07kg per child per day. In our week of action in 5 schools the total was 332.50 kg.

#### Feedback from participants (willingness to change their behaviour)

The children who took part in the project showed great interest in changing their behaviour with regard to food waste. They progressed from asking permission to leave a spoonful of soup, a piece of tomato or a bread roll... to having a fully involved attitude with the project and showing the monitors the empty plate and saying "Look, I



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haven't left anything". The families who knew about the project also showed their approval and interest.

But the project is continuing during the school year. The project will be introduced in a total of thirty schools in Vallès Occidental, Baix Llobregat, Anoia, Barcelonès and Penedès to increase this saving in leftover food.

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

#### a) Visibility and communicational aspects:

To enhance the visibility of the project, we are running a local press action while the project is running in schools. Also, the action is being publicised through our own communication channels such as the schools' websites and blogs, as well as through the social networks, principally the Campos Estela Facebook page and its Twitter profile @CamposEstelaSL. When the project is running in all the schools we will plan a press campaign to make the results known through general and specialist media (education and environmental magazines and blogs).

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

In our view, the quality of the action lies in the power of small actions. We believe that teaching attitudes is an opportunity for change, and that once these attitudes have been developed we will have an effect on a very significant decrease in food waste, education in critical consumption, an improvement in our children's health, a decrease in environmental costs of food waste, and also in the production and distribution of foodstuffs.

There will also be a very low cost for businesses and public authorities.

#### c) Originality and exemplarity:

The strength of the Pesa i Pensa action lies in the fact that "children become real mentors for the "foodwaste war". They are the ones that become aware and promote change in their school and family environments. The working groups include children aged from 3 to 16.

Also because it is a transversal learning tool that develops in them basic skills for their future such as **mathematical competence** (calculation, numbering of scales), **digital competence** and skills in managing data (graphical representation of the results), **communicative and linguistic skills** (consideration of the evolution of data and working in English), **competence** in knowledge of the **physical world** (learning about attitudes towards consumption and its environmental consequences), competence in **individual action** (tools for self-managing the collection of data and initiative in setting improvement targets), and **social and citizenship skills** (passing learning on to the family setting).

#### d) European reproducibility:

It is very easy to reproduce because it only means using the method (weigh, separate, record, think and suggest) and, with a financial cost of practically €0, the children learn to manage for themselves what they eat and, as a result, to reduce food waste. Not only school dining rooms can apply it, but also universities, halls of residence, summer camps and other centres where children and young people eat together.

#### e) Lasting impact:

The impact of Pesa i Pensa must be lasting because what we are changing is a behaviour that, once it has been internalised, will be accepted and become a lifelong habit.

In terms of final numbers, if we multiply the 0.070 kg per child per day by the number of schoolchildren in



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Catalonia (1,074,000), this will lead to a reduction in wastage of 75 tonnes of food every day. Extrapolating these figures to an annual total (171 days) means that this action would lead to a 5% reduction (12,825 tonnes of food waste) in the total amount of food waste in Catalonia.

## f) Motivation:

The motivation caused by the action must come from the awareness of food waste, and of natural and economic resources. The children's experiences at school, when they are the leading actors and have the power to decide for themselves are an effective and long-lasting learning tool that will help them to become critical consumers.

## Webography:

### CORPORATE 2.0 CAMPAIGNS

- Website: <http://www.camposestela.com/ca>
- Twitter: <https://twitter.com/camposestela> @camposEstelaS
- Facebook: <https://ca-es.facebook.com/pages/Pàgina-de-Campos-Estela/245134642204007>

### Television and Radio:

- <http://www.rubitv.cat/20141124/7411/una-arrossada-per-a-600-persones-consciencia-els-rubinencs-sobre-el-malbaratament-alimentari>
- <http://www.rubitv.cat/20141117/7371/una-arrossada-popular-amb-productes-del-mercat-plat-fort-de-la-setmana-europea-de-la-prevencio-de-residus>
- <http://www.radiorubi.fm/index.php/medi-ambient/item/7113-una-arrossada-perconscienciar-sobre-el-malbaratament-de-menjar>

### Digital Press and websites:

- <http://www.diariderubi.com/noticia.php?i=1950&k=la-setmana-europea-de-la-prevencio-busca-la-complicitat-dels-infants>
- <http://www.guiarubi.cat/fitxaagenda.php?id=4870>
- <http://rubiinforma.com/2014/11/arrenca-la-campanya-petites-accions-que-sumen/>
- <http://www.ajrubi.net/ajrubi/salt/recursossalt.php?codi=28295>
- [http://premsa.gencat.cat/pres\\_fsvp/AppJava/notapremsavw/detall.do?id=276743](http://premsa.gencat.cat/pres_fsvp/AppJava/notapremsavw/detall.do?id=276743)
- <http://ampatorrellebre.com/category/menjador/>
- <http://bea080.blogspot.com.es/2014/11/rubi-organitza-petites-accions-que-sumen.html>



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Everyday pupils separate what is left in 4 different containers: light packaging waste (yogurt pots, etc.), organic waste (chicken bones, banana skins, etc.), wasted food (leftovers that they could have eaten) and water.

Then, they weigh all the waste to quantify fractions (The part there was to eat and then the part they hadn't eaten to see how much was leftover).



Dining room monitors and pupils talk about daily results and reflect on them. This project works in different areas:

- Mathematic Skills
- Languages Skills
- Musical skills

Stand for presentation of the project at the big action "Gran Menjar de Recapte" in Rubi on 22/11/2014



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Making a delicious fruit salad dessert using overripe fruit.

Giving flyers of the project to citizen during Rubi's event.

