



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Zero Waste Scotland  
Country/Region: Scotland, UK  
Name of nominated project developer: North Ayrshire Council  
Name of nominated action: New Appetite for Change  
Place: Schools in North Ayrshire  
Town: Ardrossan and Saltcoats  
Region: Scotland  
Country: UK  
Nominee category: Administration/ Public Authority  
Dates of action: 22nd - 26th November  
Year: 2010

### 2. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

### 3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

### 4. Please give a detailed and precise description of the nominated action:

North Ayrshire Council, in co-operation with four schools in the towns of Ardrossan and Saltcoats: Caledonia Primary School, Mayfield Primary School, St Anthony's Primary School and Winton Primary School, developed an action for the European Week for Waste Reduction called 'New Appetite for Change'.

This action set out to significantly reduce the amount of food and packaging waste generated in the schools in the area. This was achieved by practical intervention; providing separate bins in the dining hall for food and packaging waste - one for School Dinners and a separate one for Packed Lunch waste. This way waste in the dining hall could be separated, collected and a waste audit completed. This was the first time this has been done at any schools in North Ayrshire.

An initial waste audit was carried out prior to the European Week for Waste Reduction in order to have a base line to work from. Information from the waste audit was then fed back to the school kitchens and to parents in order to reduce the amount of waste from school dinners and packed lunches. Following the intensive awareness raising during the European Week for Waste Reduction, a follow-up audit was carried out at the end of the week. In this short time, food waste in the schools had been reduced by 20 kg.

In addition to this, the wasteful tradition of giving Junior Pupils (aged 5-7) the same school dinner portion size as Senior Pupils (aged 8-12) was also identified and tackled during the action. Portions were changed to more appropriately reflect the portion size required for each child.



With the support of  
the European Commission

[www.ewwr.eu](http://www.ewwr.eu)





**5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants:**

The target audience included pupils, staff and parents.

By making the target group aware of how much food is wasted each lunch time, pupils and staff were motivated to change.

Parents were motivated by informing them and involving them in the discussion on how much waste comes from packed school lunches, encouraging them to consider things like if their children actually eat what they give them, and if they are perhaps giving them too much in the lunch boxes and whether the food they provide for the children at lunch is healthy or not.

The target audience was also motivated by facts and figures on the money wasted via food waste. This is an effective way to communicate the waste of resources and particularly effective at a time of economic downturn.

**6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below (you can add your criteria if needed):**

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact

This action has been nominated as it shows how an initiative by a public authority in partnership with schools in an area, can involve a number of groups, reach a wide audience, and have a substantial impact on the waste generated. In total, over 1000 people participated during the week, and food waste in schools was reduced by 20 kg during this week alone.

The action promoted good practice and is an action that every single person can take part in and do themselves. As a local authority, North Ayrshire Council have shown leadership in working directly with schools to tackle the growing issue of food waste. The individual schools, as Eco-Schools, also provide a good example of an activity that every other Eco-School can also take part in, making a difference to the waste generated in schools across Scotland.

The action also shows great initiative by North Ayrshire Council and the participating schools, as they have adapted the action to identify specific local issues, such as the portion control at the schools involved and the issue of what gets put in the lunchbox affecting how much waste is produced.

This action can easily be reproduced within schools anywhere in Europe. There are valuable lessons to be learnt that will be worthwhile to all age groups.

There is a definite lasting impact to this action, as it changes people's behaviours and attitudes to waste. They will become more conscious of their own actions when they are purchasing and eating food, as well as buying goods with packaging and trying to reduce and reuse materials wherever possible. The campaign to reduce food waste in the schools will continue throughout the year, in partnership with North Ayrshire Council.

**7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.**



With the support of  
the European Commission

[www.ewwr.eu](http://www.ewwr.eu)

