



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Ministry for the Environment/ NABU
Country/Region: Germany
Name of nominated project developer: Schnittstelle GmbH / THURN FILM
Name of nominated action: Taste the waste
Place: Marsiliusstr. 36
Town: 50937 Köln
Country: Germany
Nominee category: other
Dates of action: 20th- 28th 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:

The interactive campaign "Taste the Waste" aims to curb food waste by reaching the general public in Europe. It starts with the TV and cinema documentary "Taste the Waste" and the interactive website www.tastethewaste.com, which is connected to a facebook group, a YouTube channel and twitter. A first subsidiary has been founded in the Netherlands: www.tastethewaste.nl Several events are realized in collaboration with NGO's of different spheres that touch the topic food waste: Environment, Development and Slow Food.

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

The trailer of the movie "Frisch auf den Müll" has over 14.000 views, the english version has over 2.500 views (<http://www.youtube.com/watch?v=e4Qn5WMxZyE>)

The motto of the action is: everybody can do something against food waste. The movie, as a emotional media effects the people, information spread by homepages and cooperations with NGO helps to create continuity.

Beside the movies the participants of the action can also use twitter, facebook and the homepage of the campaign.

Trailer (in english): <http://www.youtube.com/watch?v=e4Qn5WMxZyE>

facebook: <http://www.facebook.com/pages/TASTE-THE-WASTE/117437994933845>

homepage: www.tastethewaste.com



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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

Visibility

The campaign successfully combines old and new media (see 5.).

Good practice/Quality

The campaign "taste the waste" opened a wide social and political discussion about food-waste in Germany. As a reaction of this discussion, the Federal Ministry of Food, Agriculture and Consumer Protection mandates a survey about food waste in Germany, which is a great success.

European reproducibility

There already exists a webpage in the Netherlands (www.tastethewaste.nl), other European cooperations are planned.

follow-up in long-term and lasting impact

There are not only social media and movies, but also events in cooperation with NGOs like Greenpeace, Slow Food and others

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.



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facebook

Registrieren
TASTE THE WASTE ist bei Facebook.
 Registriere dich für Facebook, um mit TASTE THE WASTE in Verbindung zu treten.



TASTE THE WASTE Gefällt mir

Pinwand Info Diskussionen Veranstaltu... Fotos Video

Fiber

TASTE THE WASTE wendet sich an alle, die gegen die Verschwendung von Lebensmitteln sind. Wir wollen zeigen, wie viel weggeworfen wird - und was man dagegen tun kann.

957 Personen gefällt das


Sri Mittel


Sabine Bendas


Markus Patschke


Annett Lenge


Kkles Baus


Birca Weinschke

Lieblingsseiten

1 Seite Alle anzeigen



TASTE THE WASTE Trashwiki.org has already 500 articles! Istanbul (<http://trashwiki.org/en/Istanbul>) became the 500th article written for this world-wide guide on living for free and creating value from trash.

Share your knowledge on Trashwiki, or find freegan tips in your location - thank for being together with trashwiki.org.

Istanbul - the dumpster diving guides: Trashwiki
trashwiki.org
If you are on İstiklal, the main street, you will find that it is very easy to table-dive in the fast-foods if you are interested - you can really feed yourself in such a way.

16. Januar um 02:37 · Gefällt mir · Kommentieren

Michael H. Gerloff, Friedrich-Wilhelm Götner und Valentin Thurn gefällt das.

TASTE THE WASTE Heute im Presseclub: "Mahlzeit, Frau Aigner!" <http://tinyurl.com/6eekbmt>

16. Januar um 02:26 über Selective Tweets · Gefällt mir · Kommentieren

Romy Schmidt, Beate Schek und Michael H. Gerloff gefällt das.

TASTE THE WASTE Great reading tips on "Mother Nature": "Weekend reads: The don't-waste-food edition" <http://mnn.com/food/84384>

08. Januar um 10:18 über Selective Tweets · Gefällt mir · Kommentieren

Siv-Karin Olsen und Michael H. Gerloff gefällt das.

TASTE THE WASTE Berlinale

TASTE THE WASTE
english deutsch
HOME ARTICLES BLOG FILM
CONTRIBUTE

This platform was created to combat food waste.

It addresses everybody who feels bad when he sees food in a bin. Do you? Our aim is to show the world how big the pile of wasted food really is and what to do against it. TASTE THE WASTE wants to inform everybody with facts about foodwaste.

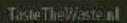
But we need your help! On this platform you can upload your videos, photos and texts concerning topics like foodwaste, hunger and consumerism. We ask you to tell us your ideas to stop the madness of food waste. You want to do something against it? [Do it now!](#)



COMMUNITY PROFILES

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-  Twitter
-  YouTube

OUR PARTNERS

- 

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