



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Zero Waste Scotland
Country/Region: Scotland
Name of nominated project developer: St Mary's Episcopal Primary School
Name of nominated action: Food Waste Reduction Challenge
Place:
Town: Dunblane
Region: Perthshire
Country: Scotland
Website:
Nominee **category**: Educational Establishment
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 Food Waste Reduction Challenge was developed to reduce the amount of food and packaging wasted from lunches served from the school canteen and packed lunches that the children bring from home.

Over the course of one week the food waste and packaging waste was collected separately and then audited at the end of every lunchtime. This was done by the children, who weighed the food and packaging separately and recorded the weight. At the end of the week a total for both food waste and packaging waste was reached and this will be communicated to all pupils, staff, parents and catering services by letter in order to highlight the results and provide further information on the action the pupils are taking in their campaign.

The children will then run a full waste awareness campaign throughout the school, and to parents and catering services. The first stage of this took place in December 2010 with the messages focusing on waste reduction tips over Christmas. The main campaign will be run at the beginning of 2011 advising how this waste can be reduced through better purchasing, planning, storing and portioning of food and advising how packaging waste can be reduced by using reusable food containers and bottles.

After the waste awareness campaign has finished another week long food and packaging waste audit will be completed over lunchtimes where at the end of the week they expect to see a significant reduction in the amount of waste produced.

As an Eco-School the action will contribute towards their next Green Flag Award as the theme fits in with the Eco-School's ethos of being a sustainable school. They have also registered to become a 'Rights Respecting School' and this action reinforces one of the items on their lunch hall charter 'We have the right to choose what we eat and the responsibility to eat what we are given'.



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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 was all pupils and staff who attend the school, as well as parents and catering services who provide the food. This was approximately 80 people in total. The action motivated the target audience as at the end of the week it was clearly obvious that food had been wasted and packaging unnecessarily used and also wasted. Everyone involved realised that as they had contributed to this waste they also had a responsibility to reduce this waste and that collectively everyone could make a real difference.

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 not only involved a whole school but also other groups who worked with the school as well, such as parents, extended families and catering services. This meant that the action reached a wide audience who all have a vested interest in the school and its activities.

The action promoted good practice and is an action that every single person can take part in and do themselves. As an Eco-School they provide a good example of an activity that every other Eco-School can also take part in. As the children are leading the activity, it is something that all children can relate to and understand the importance of. To be able to campaign for waste prevention at a young age is extremely relevant and important and will remain with the children as they grow into adulthood, providing a lifelong message.

The core of the action is waste prevention and as the food and packaging waste is visible it provides a very tangible picture for everyone to see and is therefore unambiguous in its content. Being physically able to see this waste provides a very powerful message to everyone involved that they have produced this waste but they can also help to reduce it as well.

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.

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.

School's website: http://stmarysepsdunblane.org.uk/?category_name=ecoschools



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Photos:



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