



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Zero Waste Scotland
Country/Region: Scotland, UK
Name of nominated project developer: Falkirk Council
Name of nominated action: Waste Watchers Challenge – Community Cookery Road Show
Place: Denny High School, Falkirk Old & St Modans Church & Braes High School
Town: Falkirk
Region: Falkirk
Country: Scotland
Website: www.falkirk.gov.uk
Nominee **category**: Administration/local authority
Dates of action: 22nd, 23rd and 24th of November 2011

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:



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

Falkirk Council ran a series of cookery demonstrations and workshops promoting how to reduce food waste. The events took place in two local high schools, and one public hall.

The school events took place in Home Economic departments and taught pupils how to “cook from leftovers” through a series of workshops. Pupils were led by chefs in learning how to create tasty festive treats using store cupboard ingredients or food that they would normally throw in the bin, for example pizza, chocolate fridge cake, instant trifle and scones.

The public event involved rolling cookery demonstrations and workshops which provided practical waste reducing tips and encouraging people to reconnect with food, while promoting the environmental and economic costs of food waste.

Councillor Charles MacDonald, Convenor of Environmental and Community Safety Committee spoke on the events: “All of the events aim to encourage young people and adults to get involved and have fun with food so they’re less inclined to take it for granted and throw it away.”

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 for this action was school pupils, and anyone in the general public in the Falkirk local authority area.

The action was based on the adage:

**Tell people and they will forget
Show people and they will remember
Involve people and they will understand**

Approximately 230 people took part in this action. The events were popular and resulted in significant recruitment to the Waste Watchers Campaign as well as greater awareness in general. The Waste Watchers Campaign aims to get families involved in reducing their food waste, an area which results in 27% of waste sent to landfill in Falkirk. On registering with the Waste Watchers Challenge, participants are invited to complete a food waste diary to note how much food they throw away in one week, and then try to reduce it the next. They are provided with the food waste diary which is full of information and tips, along with a handy spaghetti measure and recipes cards for inspiration; as well as being entered into a monthly prize draw offering cookery lessons, grow your own fruit and vegetables classes, iTunes gift cards, and HMV vouchers. On completing the 2 week trial, further incentives are promised including salad bag clips, shopping list notepads, reusable shopping bags, tea towels, garden seeds, and fridge magnets.



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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

- 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

- 1) Visibility and communicational aspects - The events were promoted significantly in the area. Central FM, the local radio station, promoted the public event on their Facebook and Twitter pages as well as the radio; posters were displayed in prominent places; and a press release was placed and posted on the Council website.
- 2) Good practice, originality and exemplarity - Pupils are consumers of the future, and road show events helped to reinforce and offer a practical element to food waste reduction work already being taught in schools. Teachers confirm that external campaigns deliver key messages with more impact than standard classroom lessons, offering a more 'theatrical' learning experience. With public venues, the road shows creatively and entertainingly combined a general interest in food with hands-on cookery to boost confidence and understanding of the value of food.
- 3) Quality of content and focus on waste prevention - The action focused on food waste reduction, which is a key contributor to landfill in the area – 27% of waste sent to landfill is food.
- 4) European reproducibility - A shift in habit away from making food from scratch is not just restricted to Scotland and neither is the problem of food waste. 'Fast food' and ready meals increasingly feature in households across Europe. Many European children and adults may therefore lack confidence in cooking from basic ingredients and where these originate, and lack awareness of nutritional benefits of fresh food and increased cost of processed versus fresh foods. Fun, informative initiatives like community cookery schools help bridge these gaps and offer practical knowledge and advice.
- 5) Follow up in the long-term and lasting impact - The project was followed up by counting participants (230), and by analysing recruitment of campaign and results of this. In terms of a lasting impact, participation in informal sessions working with simple, leftover ingredients to make quick tasty meals boosts cooking skills and confidence to opt for cheaper, more nutritional foods that optimise food waste. Pupils were given the opportunity to adopt these basic skills and food awareness into adulthood, and sessions helped adults re-assess the value of food and the cost savings which can be achieved.



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7. Please provide us with photos, videos, weblinks or any other material that would help to better understand the EWWR action.

http://www.falkirk.gov.uk/about_council/news/article.aspx?pid=1950



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