



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Zero Waste Scotland  
Country/Region: Scotland, UK  
Name of nominated project developer: Glasgow Film Theatre  
Name of nominated action: Waste Prevention – Love Food Hate Waste and Reuse  
Place: Glasgow Film Theatre  
Town: Glasgow  
Region: Lanarkshire  
Country: Scotland  
Website: [www.glasgowfilm.org](http://www.glasgowfilm.org)  
Nominee **category**: Business  
Dates of action: from 19/11/11 to 27/11/11

### 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

The Glasgow Film Theatre (GFT) ran a series of events focusing on communicating the importance of waste prevention to staff and consumers, as follows:

- Stalls were set up in the Glasgow Film Theatre foyer for the duration of the week offering practical information and communication materials on waste prevention measures. These stalls were manned by volunteers who spoke to the public about these issues and encouraged them to sign a customer waste prevention pledge which offered the chance to win complimentary tickets. Staff and volunteers were also given the opportunity to sign up to a similar waste prevention pledge.
- The Love Food Hate Waste (LFHW) campaign is run in Scotland by Zero Waste Scotland and aims to raise the awareness of avoidable food waste produced by Scottish households. The campaign has two primary aims: to raise awareness of the economic and environmental cost associated with avoidable food waste; and to provide the necessary skills, knowledge and tools needed by householders to reduce the amount of waste they produce.

Information on this campaign and simple food waste prevention tips were posted on the Glasgow Film Theatre website, Facebook page, and e-newsletter. A one day cooking event took place on the 19<sup>th</sup> of November, with the resident chef cooking up samples using commonly leftover ingredients, including mixed vegetable frittata, olive tapenade on toast, French toast bites with cheese and ham, and bread and butter pudding. The GFT Facebook page ran a related competition for the best customer recipe using leftover ingredients; and a similar competition was run amongst staff.

- A reuse swap shop took place in the Balcony Bar on the 26<sup>th</sup> and 27<sup>th</sup> of November. Volunteers manned a reuse stand where customers and staff could swap unwanted items with each other. Donation points were set up the foyer throughout the week to collect any unwanted goods. A staff competition also ran to make something useful out of old household items.



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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 for this action was all stakeholders in GFT, with events focusing on both customers and staff.

This action motivated its target audience by offering practical examples of how to prevent waste and reuse items in a collective and fun way, rather than just encouraging such behaviours didactically.

It is difficult to accurately count the number of participants which were exposed to this action. Between 3-6,000 potential customers came through the door, with over 250 of these having exposure to the stands. A lot of food was used in the Love Food Hate Waste event, so the number of participants is estimated to be high.

**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 action described reached a lot of people as the venue has a high footfall. As mentioned, between 3-6,000 people are estimated to have come through the doors during EWWR. In addition to this, there were a number of communications around this action, for example blog articles posted on the GFT website, an article in the e-newsletter, and an accompanying campaign on their Facebook page. The GFT Facebook page has 7,326 viewers.
- 2) Good practice, originality and exemplarity - It offered customers and staff the chance to get creative with their waste prevention measures, and took a fun and interactive approach to this. By offering customers incentives to get involved, such as free food samples and the chance to win cinema tickets, the action encouraged more engagement from passers by.
- 3) Quality of content and focus on waste prevention - The action focused on 2 key areas of waste prevention – reducing food waste by using up leftover ingredients, and reusing unwanted household items. It also took a wider look at waste prevention by offering advice on other areas. The content delivered at these actions was practical and informative, and focused on high priority areas.
- 4) European reproducibility - This action would be easy to recreate in any other business or organisation. As it focuses on both customers and staff, even businesses which are not consumer facing could reproduce and adapt certain sections of the action only.
- 5) Follow up in the long-term and lasting impact - The action will be followed up with a report to be circulated in house. Further communications will also be posted on the website, Facebook and e-newsletter. It is hoped that the competitions will have encouraged staff and volunteer involvement, boosted moral and encouraged a different and long lasting view of waste prevention and the environment. In terms of the general public, not only should the actions have generated good practice amongst GFT customers, but it should also help to give them a good insight into what goes on behind the scenes with waste prevention at GFT.



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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.glasgowfilm.org/theatre/gft\\_blog/3295\\_green\\_blog\\_european\\_week\\_for\\_waste\\_reduction](http://www.glasgowfilm.org/theatre/gft_blog/3295_green_blog_european_week_for_waste_reduction)

[http://www.glasgowfilm.org/theatre/gft\\_blog/3416\\_green\\_blog\\_love\\_food\\_hate\\_waste](http://www.glasgowfilm.org/theatre/gft_blog/3416_green_blog_love_food_hate_waste)

